



DESIGN BRIEF

Client Name

Business Name

Contact Email

Contact Phone

Preferred Mode Of Contact

Who is your target audience for this design?

What is your objective for this design?

Who are your key competitors?



What are the 'must have' elements for this design?

What are the specifications for the required design/s (not applicable for Logos)

What colours would you like to see used in this design?

What style influence would you like to see in this design?

Please provide examples from Google images as attachments / in the body of your return email, where applicable.

What is your deadline?

What is your budget?

Helpful To Know / Have

- Can you supply examples of design/s that you have seen and like?
- Can you supply a previous example of a similar campaign / design?
- Do you have a corporate font and colours?