

DESIGN BRIEF TEMPLATE

A short guide to help us understand your project clearly. Fill only what applies.



PROJECT DETAILS

Start here

Client / Business name _____

Project type _____

Contact person _____

Budget range _____

Project name _____

Preferred contact _____

Deadline _____

Date _____

1. BACKGROUND / CONCEPT

What is the project about?

What inspired the idea, and what gap or need are you trying to address?

2. TARGET AUDIENCE

Who is this design intended for?

(age, location, lifestyle, industry, income level, etc.)

What should they understand, feel, or do?

3. GOAL + CORE MESSAGE

Main goal of the project:

Core message:

Action you want people to take:

4. STYLE DIRECTION + REFERENCES

What visual style are you drawn to?

Minimal

Premium

Clean

Warm

Bold

Playful

Corporate

Other

Reference links or brands you like, and what you like about them:

References you do not like, and what should be avoided:

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5. DELIVERABLES

What should be handed over?

Select what applies:

- | | | |
|--|---|---|
| <input type="checkbox"/> Logo | <input type="checkbox"/> Website / UI screens | <input type="checkbox"/> Print files |
| <input type="checkbox"/> Brand identity | <input type="checkbox"/> Packaging | <input type="checkbox"/> Editable files |
| <input type="checkbox"/> Poster / Flyer | <input type="checkbox"/> Brand profile | <input type="checkbox"/> Other |
| <input type="checkbox"/> Social media assets | <input type="checkbox"/> Style guide | |

Specific file formats needed: (JPG, PNG, PDF, SVG, EPS, PSD, AI, Figma, etc.)

6. COMPETITORS / MARKET

List similar brands, competitors, or concepts:

How should your brand or project stand out?

7. DO'S + DON'TS

Must include:

Must avoid:

8. TIMELINE, BUDGET + APPROVALS

Key dates / milestones _____

Main decision maker _____

Final deadline _____

Approval process _____

Budget range _____

Communication channel _____

Note: Sharing the budget early helps define what can realistically be delivered within the scope.

9. EXTRA NOTES

Anything else the designer should know?

Before you send the brief

Make sure your brief answers: what is being designed, who it is for, what it should communicate, what should be delivered, the timeline, the budget, and who will approve the work.

Clear brief. Clear direction. Better design.