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What is a design brief?

A design brief is vital to any design project, as it provides the designer with all the information needed to exceed your expectations. A design brief should primarily focus on the results and outcomes of the design and the business objectives of the design project. It should not attempt to deal with the aesthetics of design - that is the responsibility of the designer. The design brief also allows you (the client) to focus on exactly what you want to achieve before any work starts on the project.

This form will ensure we are both focused on the requirements and on the same page. Please take your time to answer all the questions, but try to keep them brief.

Business Name

Contact Name

Client ABN

Contact Phone

Contact Email

Website Address

Address Line 1

Address Line 2

City + Post Code

01

Who are you?

What is your service / product?

02

Project description / goals

The overall goal for this project. Why do you require this design? e.g. sell more or to gain awareness; reinvent your brand or update it?

03

Who is the target audience?

Demographic; i.e. age, gender, income, tastes, views, employment, geography, lifestyle, etc.

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04

Project voice

What should this project say about you? What tone and manner would you like to portray?
Describe your brands style.

05

Desired results : Look and Feel

What do you want the audience to think, feel and do after seeing your product.
How would you like to be perceived?

06

Key words

What keywords best describes your business? These are in no particular order.
Check all that apply - even if they are opposites.

☐ Traditional	☐ Classic	☐ Modern	☐ Economical
☐ Established	☐ Innovative	☐ Elegant	☐ Luxurious
☐ Original	☐ Unique	☐ Fashionable	☐ Literal
☐ Progressive	☐ Mature	☐ Youthful	☐ Artistic
☐ Dependable	☐ Edgy	☐ Unique	☐ Dramatic
☐ Playful	☐ Sophisticated	☐ Strong	☐ Cheerful
☐ Feminine	☐ Masculine	☐ Enthusiastic	☐ Dazzling
☐ Abstract	☐ Organic	☐ Delicate	☐ Geometric

07

USP or SMP?

Do you already have a defined USP (Unique Selling Proposition)
or SMP (Single Minded Proposition)?

08

Competitors

Who are your primary competitors? What do they do that works or doesn't work?
How do you differ?

09

Benchmarking

List what you consider to be effective design even if from competitors or a different industry all together.
Include what you like and do not wish to see in your design.

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10

Existing Guidelines

Do you have existing brand guidelines, fonts, logos, imagery, etc.?
What elements must be adhered to?

11

Output Specifications

What are the requirements?
Check all that apply and add to the open text area for those not listed or to be more specific.

☐ Logo / identity   ☐ Brand style guide   ☐ Email signature

☐ Brochure   ☐ Colour + font style   ☐ Website design

☐ Poster   ☐ Banners   ☐ Digital media

☐ Advertisement   ☐ Business cards   ☐ Exhibition design

☐ POS display   ☐ Report design   ☐ Environmental design

☐ Marketing materials ☐ Corporate stationery   ☐ Packaging

12

Distribution

Where will it be seen? e.g. The web, social media, event or exhibition, on a vehicle, in a studio, on shop front, merchandising display, hoarding, apparel, billboard, etc.

13

Other considerations

Are there additional Elements to consider?
E.g. colour preferences, image style, are there other stakeholders to consider, etc.

14

Timing / deadlines

Are there specific timing and / or deadlines for this project to be aware of?

15

Budget

What is your budget for this project? Providing one upfront allows us to understand if the budget meets the project requirements.

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