

Design Brief Template





Thank you for downloading your design brief template

The questions in this document are designed to simplify and streamline the design brief process so everyone involved can focus on what matters most —your project.

The answers given will ensure you target the correct market and broadcast the right message, giving you and your business the greatest opportunity to succeed.

Give as much information as you can as even the smallest piece of information could make a big difference.

This PDF is an interactive form, so you can type your answers into the box under each question.

Make sure you **save regularly** and when you are finished, email the completed form to me at dean@typetwentyfive.co.uk



Your business

What is the name of your business?

What does your business do and what sector do you work in?

Try to answer the following questions: What does your company do exactly?, Where do you operate in the world?, How are you different to your competitors?, What problem do you solve for your customers? What is important to you and why?



Your project

Project overview

What is the project? Why do you need it? What problem are you trying to solve, or what gap are you filling? Where has the need come from – a new product or service? A new marketing approach? An update of existing materials?



Your project

Project goals

Be specific about your ideal outcomes for the project. Is it digital, print or both? What kind of impression or impact do you want it to have? Also include your measures of success for the project:



Your project

Your audience

Who the design is aimed at (your ideal customer) and where it will be used?
This may be a combination of many factors including:

- Gender
- Location
- Age
- Interests
- Culture
- Socio-economics

Include information about what problems your product or service solves, how your customer will use your product or service and how this piece of design fits into the other ways you market to them.



Your project

Deliverables

This is where you specify the exact deliverables you are expecting. Always include specifics such as the file type and size you need. What kind of impression or impact do you want it to have?



Your project

Budget

Include a suggested budget if possible, if not, a budget range.

Timescales

When do you need the project to be delivered? If it's a print project, have you build printing times into your brief? When are your key milestones?

About you

Your Name

Your Job Title

Your email

Your Phone Number

[EMAIL YOUR BRIEF ...](#)



YOUR PARTNER IN DESIGN

I'm Dean Howard — a graphic designer with over twenty years experience helping marketers and businesses connect the dots between marketing strategy and creative.



Ready to join the dots?

If you're a marketer needing design support, a startup looking to shape the direction of your branding or an established business missing some branding clarity — I can help you.

[BOOK YOUR FREE 30MIN DISCOVERY CALL NOW ...](#)