**DESIGN BRIEF**

[Organization Name]  
[Date]

**Project Title:** [Insert name here]

1. **CLIENT INFORMATION**

[What’s your business? Who is your target audience?]

1. **CONTACT**

|  |  |
| --- | --- |
| Name: | … |
| Email address: | … |
| Phone number: | … |

1. **PROJECT OBJECTIVE**

[Why you are starting this project and what would you like to achieve?]

1. **PROJECT DETAILS**

|  |  |
| --- | --- |
| Target audience: | … |
| Specific Project Goals: | · [specific & measurable goal 1]  · [specific & measurable goal 2]  · [specific & measurable goal 3] |
| Current Design Problem: | … |
| Project Timing: | … |

1. **ADDITIONAL INFORMATION**

|  |  |
| --- | --- |
| Do you have existing brand guidelines? | … |
| What’s tone/feeling should we convey? | … |
| Any specific colors you like/dislike? | … |