



CLIENT DESIGN BRIEF

PROJECT OVERVIEW

Explain the design pieces you foresee using for your brand. [Logo, brand identity, business cards, etc.]
What applications will you be using the final design elements? [Website, digital ads, signage, interior design, graphics, etc.]

CORPORATE/CLIENT PROFILE

What is your 'elevator pitch'? What products/services do you offer to your clients?

TARGET MARKET

The more we understand your target market, the better we can authentically represent you and your brand!
It's best to give as much foresight as possible in this section. Who is your 'ideal' client? Who are you marketing to?
Where will your brand interact with your desired client?

COMPETITION

Who is your direct competition? Describe your key value proposition in your industry: What is your competitive advantage?

MESSAGING

How would you want to describe your company image? What feeling would you like your clients to have? If someone were speaking about your brand, what would you want them to say? What is your brand name, and why did you choose it?

BRAND IDEAS

Do you have examples of ideas that you like? Fonts that are appealing? Colour palettes that resonate with your audience?
Any textures/patterns that encompass your audience? How can we deeply connect with your audience?

CONTENT

Is there anything that must be included in the project? Any previously designed logos or elements of your brand?
A specific colour(s)? Specific contact information?

ADDITIONAL COMMENTS

Did we miss anything that you are looking for in particular? Do you have any questions?