

# Design Brief Template

Use this template as a starting point and modify as necessary. When you have finished, delete the blue instructional text.

**Business name:** Insert Business name here

**Client contact:** Insert client contact name here

**Client email:** Insert email address here

**Contact number:** Insert contact number here

**Due date for completion:** The due date for completion is when you expect to have the final, approved design in your hand, ready for use.

**Scope:** Insert a detailed project description, including a list of everything this project is expected to deliver.

**Not in scope:** Use this section to specify design elements that are out of scope (e.g. if you're completing a web design project, but don't want an email newsletter)

**Key objectives/Project Goals:** Main business benefits of getting this design successfully delivered. What are you hoping to accomplish with this project? What is the main message you are trying to communicate etc.

**Project Background:** What made you decide to complete this project? Have you had any previous designers attempt this project? Are there any older versions of this project (e.g. If this is a rebranding project, what don't you like about your previous logo, why are you looking for a new logo etc.)

**Format:** Depending on how you plan to use the design(s) specify if it is for print or web, file format, file size, resolution or other attributes.

**Target audience:** Detailed description of the target market. Include details such as occupation, gender ratio, average age, nationality/location, personality traits, lifestyle preferences, etc.

**Competition:** Provide brand/product names or website links of your competitor's products or services. The designer will use this information to gauge industry trends, and determine ways your design(s) can stand out from the competition.

**What sets you apart from your competition:** List any unique features about your product or service (e.g. higher or lower price point, easier to use, better customer service, more stylish product design etc.)

**Regulatory Requirements:** Note any regulations that will impact the design (e.g. product labelling laws)

**Attachments:** List any attachments you will supply that you want the designer to use or reference (e.g. existing logos, sketches, examples of designs, product images, copy, barcodes, style guides, fonts etc.)

**Measures of success:** How will you determine if this project is completed successfully? (e.g. are you expecting to see an increase in sales results? Will you show design samples to your potential customers or run surveys to make sure the design is appropriate for your target audience etc.)

**Other Notes:** Is there anything else you'd like the designer to know that wasn't covered above?