

**GRAPHIC DESIGN BRIEF**

|  |  |  |
| --- | --- | --- |
| **CLIENT** | | |
| **PROJECT NAME** |  | |
| **CLIENT NAME** |  | |
| **BRAND** |  | |
| **PRODUCT** |  | |
| **CONTACT INFO** | **NAME** |  |
| **PHONE** |  |
| **EMAIL** |  |
| **MAILING ADDRESS** |  |
|
|
| **DATE:** | | **DESIGNER:** |
|  |  |  |
| **PROJECT** | | |
| **PURPOSE | *why?*** | | |
|  | | |
| **OPPORTUNITY | *ultimate impact?*** | | |
|  | | |
|  |  |  |
| **OBJECTIVE** | | |
| ***what does the project work to achieve?*** | | |
|  | | |
|  |  |  |

|  |  |  |
| --- | --- | --- |
| **CREATIVE / DESIGN ELEMENTS** | | |
| ***what are the fundamental creative / design components of the project? Ie. styleguides, look and feel, specific printed pieces*** | | |
|  | |  |
|  | |  |
|  | |  |
|  | |  |
|  | |  |
|  | |  |
|  | |  |
|  | |  |
|  |  |  |
| **TARGET AUDIENCE** | | |
| **PROJECT TARGET | *who are we trying to reach?*** | | |
|  | | |
| **BRAND TARGET | *who does the brand speak to?*** | | |
|  | | |
| **DESIRED REACTION | *what actions do you wish your market to take? (Call to Action)*** | | |
|  | | |
|  |  |  |
| **ATTITUDE** | | |
| **PROJECT TONE | *what traits are we trying to convey?*** | | |
|  | | |
| **BRAND PERSONALITY | *what characteristics define the brand?*** | | |
|  | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **COMPETITIVE ANALYSIS** | | | | | |
| **REFERENCES | *research, inspiration, and styles*** | | | | | |
|  | | | | | |
| **THE TAKEAWAY | *what is the key idea to be remembered?*** | | | | | |
|  | | | | | |
| **TAG LINE | *prepared copy, key words, or theme*** | | | | | |
|  | | | | | |
|  | |  | |  | |
| **IMAGE REQUIREMENTS** | | | | | |
| **GRAPHICS** | | | | | |
|  | | | | | |
| **PHOTOGRAPHY** | | | | | |
|  | | | | | |
| **MULTIMEDIA** | | | | | |
|  | | | | | |
|  | |  | |  | |
| **SCHEDULE** | | | | | |
| **PROJECTED TIMELINE** | | | | | |
|  | | | | | |
| **IMPORTANT DATES / DEADLINES** | | | | | |
|  | | | | | |
|  | |  | |  | |
| **BUDGET** | | | | | |
| **AMOUNT** | | | | | |
|  | | | | | |
| **FINANCE SOURCES** | | | | | |
|  | | | | | |
| **ADDITIONAL FINANCIAL PROJECTIONS / NOTES** | | | | | |
|  | | | | | |
|  | |  | |  | |
| **FURTHERMORE** | | | | | |
| ***include any additional critical information*** | | | | | |
|  | | | | | |
|  | |  | |  | |
| **COMMENTS AND APPROVAL** | | | | | |
| **CLIENT CONTACT NAME & TITLE** | | | | | |
|  | | | | | |
| **COMMENTS** | | | | | |
|  | | | | | |
| **DATE** | | **SIGNATURE** | | | |
|  | |  | | | |
|  | | | | | |