



# CREATIVE BRIEF TEMPLATE

WHAT TO INCLUDE WHEN BRIEFING YOUR DESIGNER



RESOURCES

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BRIEFING TEMPLATE

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## **CLIENT INFORMATION**

Client Name:

Company Name:

Project Name:

Date:

Point of Contact:

Contact Information:

## **PROJECT OVERVIEW**

Provide a brief description of the project. What is the objective?

Why are you undertaking this design project?

## **BUSINESS BACKGROUND**

What does your business do?

Who is your target audience (demographics, interests)?

What are your brand values?

## **LOGO DESIGN**

What is the name of your business or brand?

Do you have a tagline?

Should it be included in the logo? Yes/No

What does your business/brand represent (3-5 words that define your brand's personality)?

What emotions or messages should the logo convey?

What are your colour preferences or current brand colors?

Are there specific design elements (symbols, icons) you want included?

Do you have any logos you admire or dislike (why)?

Where will this logo be used (print, digital, merchandise)?

## **WEBSITE DESIGN**

What is the main goal of your website  
(informational, e-commerce, portfolio, etc.)?

Who is your primary audience?

What features do you need  
(blog, e-commerce, contact forms, galleries, etc.)?

What is your desired look and feel for the website?  
Tone: Minimalistic, Playful, Professional, Creative, etc.  
Colours: Brand colors, specific color schemes.

Do you have a sitemap or specific pages you want  
(e.g., Home, About, Services, Blog, Contact)?

Do you have existing content or will new content need to be created?

What websites do you like and why (competitors, other industries)?

Do you need any special functionality (SEO optimization, newsletter sign-up, member areas)?

## **GRAPHIC DESIGN**

What type of graphic design do you need  
(brochures, flyers, social media graphics, ads, etc.)?

What is the purpose of this design (promotion, branding, event, etc.)?

What message or call to action should be featured in the design?

Do you have any copy or text ready, or do you need help with it?

What are your colour preferences?

What style or mood do you want (minimalist, bold, vintage, modern)?

Do you have examples of designs you like or dislike (why)?

Where will this graphic be used (print, web, social media)?

What specific items do you need delivered (e.g., logo files, website mockups, final graphics, etc.)?

## **EXTRA INFORMATION**

Are there anything else you want to share with your Designer about the project?

**YOU COULD EITHER SAVE THIS DOCUMENT OR  
SEND IT TO ME DIRECTLY TO GET YOUR NEW PROJECT STARTED.**