

The Perfect Design Brief



01 The “What”

Project title

Project type

Deadline

Assets to be delivered on a

Project type

Brief description of your design vision

02 The “Why”

Goal

What does success look like to you?

03 The “Who”

You

To best represent you, your designer has to know who you are.

Company Name

Website

Company Description

Target audience

Who do you want to be impressed by these designs?

Age

Gender

Occupation

Location

Other

04 The “How”

Style

Stay true to your brand. It's a good one.

Color scheme

Primary

Secondary

Link

Examples/brand style guidelines for reference (links/attachments):

Design inspiration - Examples of desired design style (links):

Materials

Let it all out