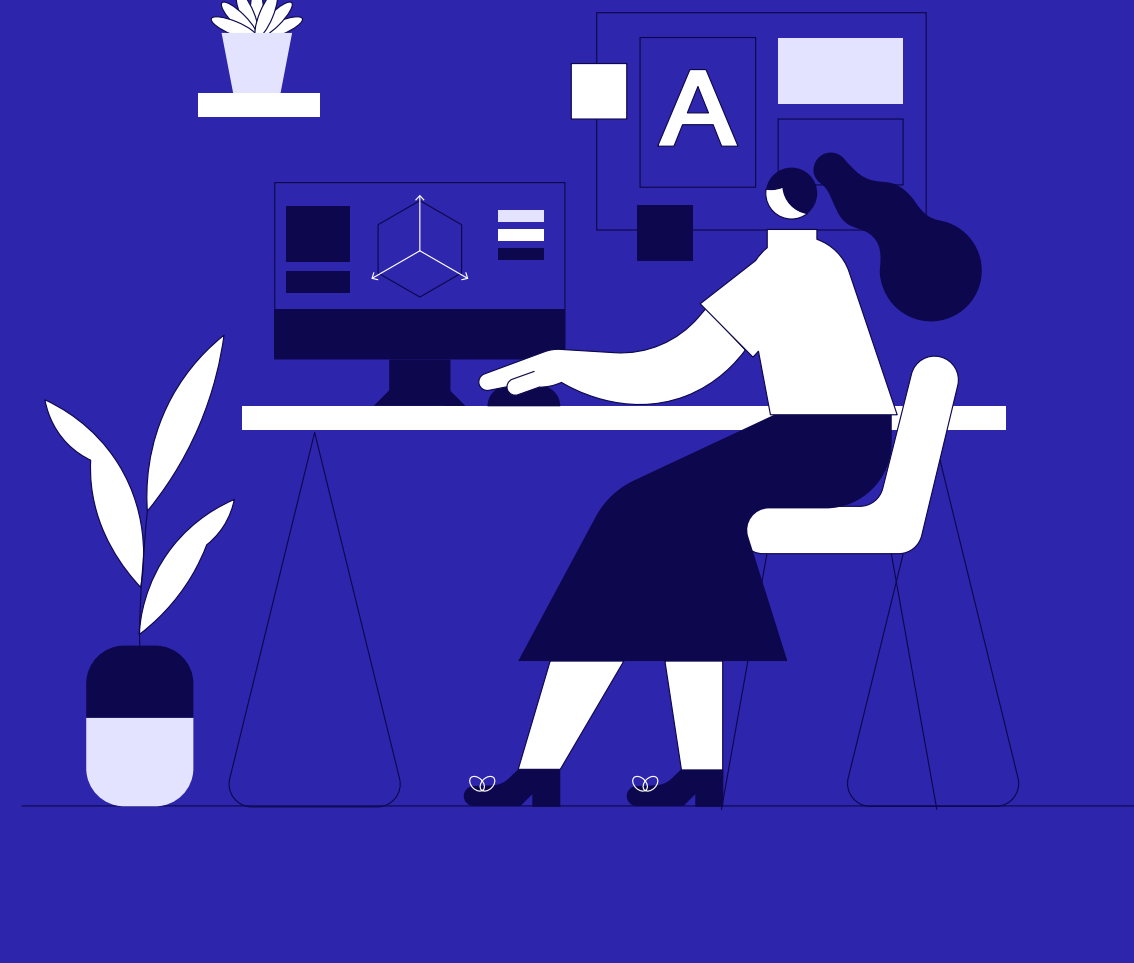


The Perfect *Design* Brief



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

