Design Brief

Project Overview

What is the final deliverable of this project and what problem does this deliverable solve?

Goals and Objectives

In numbers or plain language, what are we trying to achieve with this project — and by what date do we want to accomplish that objective?

Target Audience

As specifically as possible, who are we talking to? What are their defining demographic and psychographic characteristics?

Design Requirements

What additional design specifications are required for successful completion of this project? Outline all design specs and include any relevant reference materials below.

Key Project Stakeholders

Name, email, phone number

Budget and Schedule

Deliverable	Deadline	Hours	Cost
			$0.00
			$0.00
			$0.00
			$0.00
	Final Deadline	*Total Hours*	*$0.00*

Company Profile

Company details (name, industry, products)
Brand mission, vision, and values
Brand differentiators and USPs
Direct and indirect competitors

Additional Information

Is there anything else that's relevant to this project? Anything that would make our job — and our client's — easier?