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GRAPHIC DESIGN

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DESIGN BRIEF

10 questions to help in creating a design brief

1. INTRO

Describe your business in one short paragraph. What's your story?

2. FEELINGS

What feelings do you want your brand to evoke?

3. LOOK & FEEL

What aesthetic are you looking for?

4. BRAND POSITION

Where do you wish to sit in your market place?

5. LIKES & DISLIKES

What brand do you like and dislike? Why?

6. COMPETITORS

Who are your closest competitors? What makes your company different, unique?

7. NEEDS

What exactly do you expect to have at the end of the project?

8. BUDGET

How much have you allocated for the project?

9. TIMELINE

When do you need the project to be completed?

10. OTHER COMMENTS

SIGNED BY CLIENT: _____

DATE: _____

