

# Client Design Brief

## Introduction:

**Brand Background:** Who are you and what do you *(does your business)* do?

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**Target Clients:** Who does your brand/business serve? Who are your target clients?

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**Timeline:** How much time can you commit to the design process? When do you need it completed?

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**Budget:** How much money can you afford to spend on your design project?

**Total Budget:** \$ \_\_\_\_\_

## Wants & Needs:

What are the goals you wish to accomplish through your design?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What do you want from your design? *(Personal)*

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What do you need from your design? *(Professional)*

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## Look & Feel:

**Tone and Mood:** If your design was a person, what would they be like? Your brand's personality.

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**Experience:** Where will you be using your designs? How will clients come in contact with your brand?

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What 3-5 words would you use to describe the "LOOK" of your brand?

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What 3-5 words would you use to describe the "FEEL" of your brand?

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## Inspirational Resources:

Use this section to take notes and list other creative resources that speak to your brand.

List 3 examples of other brands/sites/companies that visually align with what you are looking for?

1.

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2.

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3.

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What words or items need to be included in your design?

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Any other questions or thoughts you want to make sure you ask?

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