

# Design Brief

## Dates

- » Date sent to client:
- » Date returned:
- » Project deadline:

## Client Liason Contact Details

- » Name:
- » Work number:
- » Mobile:
- » Email address:

## Client Details

- » Company name:
  - » Work phone:
  - » Web address:
  - » Postal address:
- IDENTITY DEVELOPMENT



## Budget & Timing:

- » What is the estimated setup budget?
- » What is the required completion date?

## Stakeholders:

- » Who will be involved in decisions regarding the design?

## Project Outline

- » Is the design for a specific product, event, service or offer. Outline what this is? (elevator pitch)

- » Do you have a style/brand guide or other corporate requirements?

yes     no     don't know

If yes, please supply.

## Design Requirements?

- Logo
- Business Card
- Email Signature
- Email Branding (includes signature)
- Letterhead
- Brochure
- Flyer
- Poster
- Corporate Identity
- Brand Guide
- Newsletter Design
- Social Media Cover Page (Facebook, Twitter, LinkedIn, Google Plus etc.)

Please specify:

Other:

## Design Layout and Style

Describe the style for your new website look and design:

- Approachable
- Corporate
- Authoritative
- Credible/Expert
- Elegant
- Fresh
- Funky
- Stylish
- Helpful
- Simple/Clean
- High-tech
- Modern
- Natural/Organic
- Playful
- Sophisticated
- Helpful
- Caring
- Humble
- Prestigious
- Slick

» Other:

» What colour do you have in mind for your brand/design. Please list a maximum of 3.

» List your competitors websites and other important websites in your market/genre?

» What makes you exceptional in the market place?

» Relevant links you would like us to look at:

Other Comments?

Did you know we do  
**CUSTOM WEBSITE  
DESIGN AND  
DEVELOPMENT**

**CONTACT  
US TODAY!**

