**DESIGN PROJECT BRIEF TEMPLATE**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| --- | --- | --- |
| **CLIENT** |  |  |
|  |   |   |
| **PROJECT NAME** |  |  |
|  |   |   |
| **BRAND** |  | **PRODUCT** |
|  |  |  |
| ***Client contact name****Phone numberEmail AddressMailing address line 1Mailing address line 2Mailing address line 3* |  | ***Your company contact name****Phone numberEmail AddressMailing address line 1Mailing address line 2Mailing address line 3* |

|  |  |  |
| --- | --- | --- |
| **DATE** |  | **AUTHOR** |
|  |  |  |

PROJECT |  |  |
| **PURPOSE | W*hy?*** |
|   |
| **OPPORTUNITY | *Ultimate impact?*** |
|   |
| **MESSAGE | *What are we trying to say?*** |
|   |
|  |  |  |
| OBJECTIVE  |
| ***What is the end goal of the project?*** |
|   |

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| --- | --- | --- |
|  |  |  |
| CREATIVE / DESIGN ELEMENTS |
| ***What are the fundamental creative/design components of the project*** ***(i.e. style guides, look and feel, specific printed pieces)?*** |
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| TARGET AUDIENCE |
| **PROJECT TARGET | *Who are we trying to reach?*** |
|   |
| **BRAND TARGET | *Who does the brand speak to?*** |
|   |
| **DESIRED REACTION | *What actions do you wish your market to take?*** |
|   |

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| ATTITUDE |
| **PROJECT TONE | *What traits are we trying to convey?*** |
|   |
| **BRAND PERSONALITY | *What characteristics define the brand?*** |
|   |
|  |  |  |
| COMPETITIVE ANALYSIS |
| **REFERENCES | *research, inspiration, and styles within similar industries and other*** |
|   |
| **THE TAKEAWAY | *What is the key idea to be remembered?*** |
|  |
| **TAGLINE | *prepared copy, key words, or theme*** |
|  |
|  |  |  |
| IMAGE REQUIREMENTS |
| **GRAPHICS** |
|   |
| **PHOTOGRAPHY** |
|   |
| **MULTIMEDIA** |
|   |
|  |  |  |
| SCHEDULE |
| **PROJECTED TIMELINE** |
|   |
| **IMPORTANT DATES / DEADLINES** |
|   |  |
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| BUDGET |
| **AMOUNT** |
|   |
| **FINANCE SOURCES** |
|   |
| **ADDITIONAL FINANCIAL PROJECTIONS / NOTES** |
|   |
|  |  |  |
| MEDIA STRATEGY |
| ***Where will we tell our story?*** |
|   |
| **MARKETING GUIDELINES** |
|   |
| FURTHERMORE |
| ***Include any additional critical information.*** |
|   |
|  |  |  |
| COMMENTS AND APPROVAL |
| **COMMENTS** |
|   |
| **DATE** | **SIGNATURE** |
|   |   |

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