

Design Brief

General Info

Project Title				
Client Name				
Contact Info	Name		Title	
	Email		Phone	
Mailing Address				
Budget for Project				
Desired Completion Date				

Project Specifications

Materials Required? Print or Digital? (website, flyers, brochures, content, business cards, advertisements, etc.)			
Target Audience	Primary		
	Secondary		
Objective Goal(s) of the project?			
Tagline Prepared copy, key words or theme.			
Message Key benefits/value of the product/service. Desired audience takeaway (key idea to be remembered).			
Competitive Analysis Competitors, their messages and links to examples.			
Image Requirements (graphics, photography or multimedia needed)			
Marketing Guidelines Approval process, style guides, links to existing brand standards.			
Important Dates Any other dates to note?			

Websites

Do you currently have a website? If yes, complete this section. If no, skip to the next section.	
Domain Name (Website URL)	
What is good?	
What is bad?	
What is its traffic?	
Who is your current host?	
What hosting package do you use?	
Are you happy with your hosting services?	
Who will update your site? You/your staff or outsource?	

Please provide examples of websites you like. They do not need to be the same industry but would be helpful if they have similar elements you are looking for in your website.

Example 1 (Website URL)	
What is good?	
What is bad?	

Example 2 (Website URL)	
What is good?	
What is bad?	

Example 3 (Website URL)	
What is good?	
What is bad?	