**Design Brief**

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| **PROJECT TITLE** |   |
| **CLIENT NAME** |   |
| **BRAND** |   |
| **PRODUCT** |   |
| POINT OF CONTACT NAME |   | PHONE |   |
| EMAIL |   | MAILING ADDRESS |   |
|   |
| **PROJECT**The purpose and opportunity |   |
| **OBJECTIVES** What do we intend to achieve?  |   |
| **TARGET AUDIENCE** Who are we trying to reach? |   |
| **ATTITUDE** Style and tone |   |
| **MESSAGE** What is the key idea to be remembered? |   |
| **DELIVERABLES & FORMAT**The key artefacts to be produced |   |
| **SCHEDULE** Projected timeline, important dates, deadlines, etc.  |   |
| **BUDGET** |   |
| **COMMENTS** |   |

From <https://www.hiveage.com/blog/how-to-use-a-design-brief/> ­­