**Design Brief**

|  |  |  |  |
| --- | --- | --- | --- |
| **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/> ­­