

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	