

## Design Brief for website, graphic and logo designs

<b>Client/Company</b>	
<b>Project</b>	
<b>Date</b>	
<b>Intro</b> Briefly describe your business	
<b>Key message</b> What do you want to say or achieve from the project?	
<b>Target audience</b> Who is your product/service aimed at?	
<b>Specific content</b> What text/images do you want to include? Do you have any current content to keep or change?	
<b>Call to action</b> What is the purpose of the design? What do you want people to do?	

<p><b>Look and feel</b>          What do you want it to look like?          (colours, fonts, styles etc)</p>	
<p><b>Location</b>          Where will the design be presented/used?</p>	
<p><b>Likes</b>          What brands do you like?</p>	
<p><b>Dislikes</b>          What brands do you dislike?</p>	
<p><b>Competitors</b>          Who is your closest competition?          What makes you different?</p>	
<p><b>Deadline</b>          When do you need this completed?</p>	
<p><b>Budget</b></p>	
<p><b>Comments</b>          Anything else to add?</p>	

Please email your completed design brief to [info@infinitgraphics.co.uk](mailto:info@infinitgraphics.co.uk)

[www.infinitgraphics.co.uk](http://www.infinitgraphics.co.uk)

