

Design Brief for website, graphic and logo designs

Client/Company	
Project	
Date	
Intro Briefly describe your business	
Key message What do you want to say or achieve from the project?	
Target audience Who is your product/ service aimed at?	
Your values What words describe or represent you/the business best?	
Specific content What text/images do you want to include? Do you have any current content to keep or change?	

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

Please email your completed design brief to info@infinitigraphics.co.uk

www.infinitigraphics.co.uk

