

GRAPHIC DESIGN BRIEF

CLIENT

PROJECT NAME

BRAND

PRODUCT

Client contact name

Phone number

Email Address

Mailing address line 1

Mailing address line 2

Mailing address line 3

DATE

AUTHOR

PROJECT

PURPOSE Why?
OPPORTUNITY Ultimate impact?
MESSAGE What are we trying to say?

OBJECTIVE

<i>What does the project work to achieve?</i>

CREATIVE / DESIGN ELEMENTS

[illegible]

TARGET AUDIENCE

PROJECT TARGET <i>Who are we trying to reach?</i>
BRAND TARGET <i>Who does the brand speak to?</i>

DESIRED REACTION | *What actions do you wish your market to take?*

ATTITUDE

PROJECT TONE | *What traits are we trying convey?*

BRAND PERSONALITY | *What characteristics define the brand?*

COMPETITIVE ANALYSIS

REFERENCES | *research, inspiration, and styles within similar industries and other*

THE TAKEAWAY | *What is the key idea to be remembered?*

TAGLINE <i>prepared copy, key words, or theme</i>	

IMAGE REQUIREMENTS

GRAPHICS	
PHOTOGRAPHY	
MULTIMEDIA	

SCHEDULE

PROJECTED TIMELINE	
IMPORTANT DATES / DEADLINES	

BUDGET

AMOUNT
FINANCE SOURCES
ADDITIONAL FINANCIAL PROJECTIONS / NOTES

MEDIA STRATEGY

<i>Where will we tell our story?</i>
MARKETING GUIDELINES

FURTHERMORE

<i>Include any additional critical information.</i>

COMMENTS AND APPROVAL

COMMENTS	
DATE	SIGNATURE

