A design brief establishes clear expectations between a business and the designer.

Business name: [insert business name here]

Client contact: [insert your contact name here]

Contact number: [Insert contact number here]  
Due date for completion: *Add two dates, one for date of review, one for a hard deadline*

Review date/s: *Set a date to review designs*

Budget: *A ballpark figure will assist the designer to better understand how much work is involved.*

Brand name: [insert brand name here if different from business]

Key objectives*: List the main business benefits of the project*

1. Topic 1
2. Topic 2
3. Topic 3

Marketing objectives and target audience: *Add a detailed description of the target audience and what type of customers you are seeking to engage with. These might include; location, gender, age, lifestyles, occupations etc.*

Scope: *This is where you add a detailed list of everything that you require from the designer.*

Not in scope: *Add anything that you think you might like in future as an add-on to this project so the designer is aware of potential additions at a later date*.

Format: *Specify if the project is for print or web, file format, file size, resolution or other attributes.*

Design Project plan: *List the project milestones and who is responsible for the various tasks.*

Attachments: *Provide anything additional that would help the designer out. These might include logos, favourite colours, associated brochures etc.*