

DESIGN BRIEF

Date
Job No.
Prepared by

Product
Brand
Website

Who is the target audience?

What do we want produced?

Any accompanying text,
tagline, call to action?

What are we building on?
(List similar past projects, if any)

Where will the
work appear?

Practical Considerations
(Fonts, Colour scheme, Dimensions,
Tone and Manner etc)

Air date
Budget
First review
Final review
Presentation

Logo here