

# Design Brief Template



**Brand**

**Project Name**

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**Background Story**

Give a short story about the “Why” of the project

**Objective**

What is the purpose of the design?

**Audience**

Who must see the design?

**Deliverables**

Itemize in order of importance.

**Project Tone**

List 3-4 characteristics that define the project/brand

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**Look and Feel**

Describe colors, peg or inspiration

**Desired Reaction**

What do you want you customer to do or feel after seeing the design?

**Mandatory Elements**

What elements (brand logos, taglines, etc.) must be included?

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**Copy**

Start with the long copy for your flyers/infographics and then highlight important words or sentences you'd like to see in bite-sized ads like facebook posts