

How to Fill Out the Brief

- The brief should be filled out by one person only and that person should be the point of contact throughout the duration of the project.
- If there is more than one person answering the brief (partners or board of directors) then all participants must agree on one set answer and submit one final brief only.
- All Fields are required (please fill out as fully as possible) and use the tips (?) if you need help
- Feel free to be creative with your answers and if necessary send through attaching documents

Contact Information

First Name:

Last Name:

Job Title:

E-mail Address:

Phone:

Company Profile

Company name:

Street address:

City:

County:

Postcode:

Company web address:

Number of employees:

What is your primary
business?

Length of time
in business:

How did your company name
originate?:

Provide a summary of your
business along with a brief
history.

Describe the services your
company offers:

What are the morals and
principles that define your
business?

Market Position

What is your USP:

What are the end benefits for
you clients, when they use
your service?

Who are your competitors?

Current Situation

What is the specific reason for
the need of this project?

Communication Background

Are there any communication documents available to view other then those that you have already sent me?	Yes
	No

Objectives & Task

What do you want to achieve
with this project?

What specific message do you
want to communicate?

Target Market

Who are your target
audience? (demographics)

Where are they based based?
(geographics)

Your Vision

Are there any ideas
(colours, objects, shapes,
symbols, concepts etc.)
that have **DON'T** want to
explore during this project?

Are there any Concepts that
you do want to explore during
this project?

Tone of Voice *(Don't worry, nearly finished)*

If your business were a person
(famous or not) who would it
be and why?

Date Submitted:

The End - Don't Forget to Press SUBMIT Below.

the design brief



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