

Brand Brief

Client name	
Company/Business Name	
Tagline	
Contact person	
Email	
Phone	
Mobile	
Fax	
Address	
Project description	What is required eg re-branding, co-branding?
Objectives for this project	
Business mission	
List your services	
Value proposition	Who are your competitors and how would you like to differentiate your business from them?
Target audience	Who are we trying to reach (current clients and target clients)? What are their needs? What do we want them to think about your business/offering?
Your brand personality	If your brand was a person what would it be like; Contemporary Relaxed and friendly Corporate Conservative Formal Stylish and sophisticated Young professional

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Requirements	<ul style="list-style-type: none"><input type="checkbox"/> New corporate identity and logo (plus tag line?)<input type="checkbox"/> Letterheads<input type="checkbox"/> Invoices<input type="checkbox"/> With compliment slips<input type="checkbox"/> Business Cards<input type="checkbox"/> Envelopes<input type="checkbox"/> Other stationery<input type="checkbox"/> Signage<input type="checkbox"/> Website<input type="checkbox"/> Newsletter<input type="checkbox"/> Brochures<input type="checkbox"/> Posters<input type="checkbox"/> Presentation templates<input type="checkbox"/> Other items
Logistics	<p>What quantities are required for printed materials?</p> <p>Where are the items to be delivered?</p> <p>When is the deadline for delivery?</p> <p>Any special finishes or stock requirements?</p> <p>Do you have any existing requirements eg size (A5, A4 etc), fonts to be used, colour preferences, illustrations or images to be used?</p> <p>Would you like sales materials to be suitable for emailing as PDF as well as printed?</p> <p>How will the materials be distributed (mailed, handed out etc)</p> <p>What are your signage specifications?</p>
Your budget range	<p>What are the budgets for design and print production and also website development?</p>
Sign off on brief	<p>All parties to sign off before work commences</p>