

BRAND BRIEF

Company/Business Name	Your business name
Tagline	What will be your tagline?
Contact Person Mobile: Email:	Who will your designer/s contact if they have a question? You?
Project description	What is required - e.g. re-branding, co-branding? If re-branding; - why the change or update? - what do you like/dislike about your brand? - what would you like the brand to achieve? - What sets your brand apart from your competitors? - What are the main strengths of your brand?
If an existing business	How long has your company been established? How many staff? Why was your company started in the first place and what was the motivation?
Objectives for this project	
Business mission	From your business plan – what is your business mission?
Value proposition	What do you offer? Why should customers use your services? What is your point of difference?
Target audience Who are your customers?	Who are you trying to reach (current clients and target clients)? What are their needs? What do you want them to think about your business/offering? What are their demographics and characteristics?
List your services	What are you selling?
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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Your brand personality	What adjectives would best describe your business and what your logo needs to convey?
Logos	What logos appeal to you and why? What do you envisage as the colouring style for the logo? Are there any particular colours you don't like? Are there any elements to the logo design which must be included – words or icons? Would you prefer any word emphasised as part of the logo? Do you envisage a logotype (just words) or a logo (icon and logotype), or logo with tagline (icon, logotype and tagline)?
Requirements	☐ New corporate identity and logo (plus tag line?) ☐ Letterheads ☐ Invoices ☐ With compliment slips ☐ Business Cards ☐ Envelopes ☐ Other stationery ☐ Signage ☐ Website ☐ Social Media ☐ Newsletter ☐ Brochures ☐ Posters ☐ Presentation templates (e.g. PowerPoint) ☐ Pull-up Banners ☐ Other items
Logistics	What quantities are required for printed materials? Where are the items to be delivered? When is the deadline for delivery? Any special finishes or stock requirements? Do you have any existing requirements e.g. size (A5, A4 etc), fonts to be used, colour preferences, illustrations or images to be used? Would you like sales materials to be suitable for emailing as PDF as well as printed? How will the materials be distributed (mailed, handed out, etc) What are your signage specifications?
Your budget range	What are the budgets for design and print production and website development?



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Sign off on brief	Who is responsible for signing off on your brief?
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