

# Design Brief

**Project Title:** [Insert name here]

[Organization Name]

[Date]

## 1. Client information

[What's your business? Who is your target audience?]

## 2. Contact

Name:	...
Email address:	...
Phone number:	...

## 3. Project objective

[Why you are starting this project and what would you like to achieve?]

## 4. Project details

Target audience:	...
Specific Project Goals:	<ul style="list-style-type: none"><li>· [specific &amp; measurable goal 1]</li><li>· [specific &amp; measurable goal 2]</li><li>· [specific &amp; measurable goal 3]</li></ul>
Current Design Problem:	...
Project Timing:	...

## 5. Additional information

Do you have existing brand guidelines?	...
What's tone/feeling should we convey?	...
Any specific colors you like/dislike?	...