



DESIGN BRIEF FORM

1. Who are you? What do you do? Tell us about your business.

2. What is the objective of your project?

3. What is your target market?

4. Who is your competition?

5. What are your color preferences? (If none are preferred, then some will be suggested to you)

6. If we are developing a business identity how do you want your business to be perceived?

7. What key words describe your business or product?

8. Where will your design be output? (print/web, etc.)

9. Success Criteria: How do you judge a successful project?

10. Please provide us with any additional input. (Style guides, urls of styles you like, fonts preferred, etc.)

Print Client Name: _____

Client Signature: _____

Date: _____

OFFICE USE ONLY

JOB # _____

CONTACT # _____