**[](https://www.smartsheet.com/try-it?trp=11356&utm_source=integrated+content&utm_campaign=/content/project-brief-templates&utm_medium=Design+Project+Brief+doc+11356&lpa=Design+Project+Brief+doc+11356&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)DESIGN PROJECT BRIEF TEMPLATE**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| |  |  |  | | --- | --- | --- | | **CLIENT** |  |  | |  |  |  | | **PROJECT NAME** |  |  | |  |  |  | | **BRAND** |  | **PRODUCT** | |  |  |  | | ***Client contact name*** *Phone number Email Address Mailing address line 1 Mailing address line 2 Mailing address line 3* |  | ***Your company contact name*** *Phone number Email Address Mailing address line 1 Mailing address line 2 Mailing address line 3* |  |  |  |  | | --- | --- | --- | | **DATE** |  | **AUTHOR** | |  |  |  |   PROJECT |  |  |
| **PURPOSE | W*hy?*** | | |
|  | | |
| **OPPORTUNITY | *Ultimate impact?*** | | |
|  | | |
| **MESSAGE | *What are we trying to say?*** | | |
|  | | |
|  |  |  |
| OBJECTIVE | | |
| ***What is the end goal of the project?*** | | |
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| CREATIVE / DESIGN ELEMENTS | | |
| ***What are the fundamental creative/design components of the project***  ***(i.e. style guides, look and feel, specific printed pieces)?*** | | |
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| TARGET AUDIENCE | | |
| **PROJECT TARGET | *Who are we trying to reach?*** | | |
|  | | |
| **BRAND TARGET | *Who does the brand speak to?*** | | |
|  | | |
| **DESIRED REACTION | *What actions do you wish your market to take?*** | | |
|  | | |

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| --- | --- | --- | --- |
| ATTITUDE | | | |
| **PROJECT TONE | *What traits are we trying to convey?*** | | | |
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| **BRAND PERSONALITY | *What characteristics define the brand?*** | | | |
|  | | | |
|  | |  |  |
| COMPETITIVE ANALYSIS | | | |
| **REFERENCES | *research, inspiration, and styles within similar industries and other*** | | | |
|  | | | |
| **THE TAKEAWAY | *What is the key idea to be remembered?*** | | | |
|  | | | |
| **TAGLINE | *prepared copy, key words, or theme*** | | | |
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| IMAGE REQUIREMENTS | | | |
| **GRAPHICS** | | | |
|  | | | |
| **PHOTOGRAPHY** | | | |
|  | | | |
| **MULTIMEDIA** | | | |
|  | | | |
|  | |  |  |
| SCHEDULE | | | |
| **PROJECTED TIMELINE** | | | |
|  | | | |
| **IMPORTANT DATES / DEADLINES** | | | |
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| BUDGET | | |
| **AMOUNT** | | |
|  | | |
| **FINANCE SOURCES** | | |
|  | | |
| **ADDITIONAL FINANCIAL PROJECTIONS / NOTES** | | |
|  | | |
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| MEDIA STRATEGY | | |
| ***Where will we tell our story?*** | | |
|  | | |
| **MARKETING GUIDELINES** | | |
|  | | |
| FURTHERMORE | | |
| ***Include any additional critical information.*** | | |
|  | | |
|  |  |  |
| COMMENTS AND APPROVAL | | |
| **COMMENTS** | | |
|  | | |
| **DATE** | **SIGNATURE** | |
|  |  | |

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