



DESIGNS CO.

GRAPHIC DESIGN BRIEF

CONTACT DETAILS

New Client Current Client

Name

Email

Website N/A

Do you have a logo? Yes No

If yes, please supply as a vector file if possible — this is typically saved as a .eps, .ai or high resolution .pdf file.

If no, do you need one? Yes No

If yes, please outline requirements in specifications paragraph — feel free to include colors, tone, and any imagery/existing logos you like or dislike. The more details we have the better!

COMPANY NAME

PROJECT TITLE

PROJECT OVERVIEW

In only one sentence, please explain what you want made (i.e. A brand identity for a logistics company in the United States.)

DUE DATE (MM/DD/YYYY)

A production schedule will be developed based on this deadline and flexibility time, which will include draft and feedback deadlines.

Fixed Date Flexible

BACKGROUND

Are there past projects to build from and improve? If they are, list them here.

INSPIRE US!

Please list three (3) examples of designs we can use as inspiration.

DESIGN VISUAL

Please list three (3) adjectives that describe the nature and tone of the project (i.e. bold, minimalist, modern).

TYPE OF SERVICE

- Branding Design
- Marketing Collaterals
- Packaging Design
- Publication Design
- UX/UI Design
- Web Design
- Other (please explain)

FINAL DELIVERABLES

- PDF .jpg
- .png .eps
- Other (please explain)

FILE DIMENSIONS

Please list inches, feet, pixels, or paper size.

COLOR PALETTE

Please describe the color scheme you need. If possible, please provide color swatches, RGB, CMYK, or HEX color codes.