**GRAPHIC DESIGN PROJECT BRIEF**

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| **CLIENT** |  |  |
|  |  |  |
| **PROJECT NAME** |  |  |
|  |  |  |
| **BRAND** |  | **PRODUCT** |
|  |  |  |
| *Client contact namePhone numberEmail AddressMailing address line 1Mailing address line 2Mailing address line 3* |  |  |

|  |  |  |
| --- | --- | --- |
| **DATE** |  | **AUTHOR** |
|  |  |  |

**PROJECT** |  |  |
| **PURPOSE | W*hy?*** |
|  |
| **OPPORTUNITY | *Ultimate impact?*** |
|  |
| **MESSAGE | *What are we trying to say?*** |
|  |
|  |  |  |
| **OBJECTIVE**  |
| ***What does the projecy work to achieve?*** |
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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 convey?*** |
|  |
| **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*** |
|  |
|  |  |  |
| **IMAGE REQUIREMENTS** |
| **GRAPHICS** |
|  |
| **PHOTOGRAPHY** |
|  |
| **MULTIMEDIA** |
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|  |  |  |
| **SCHEDULE** |
| **PROJECTED TIMELINE** |
|  |
| **IMPORTANT DATES / DEADLINES** |
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| **BUDGET** |
| **AMOUNT** |
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| **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** |

**Cheers! :)**