9 Steps To Creating A Killer Brief For Your Graphic Designer

Infographic Design : – Picture : Facebook Twitter Google+ Pinterest – Description Image result for logo design creative brief



- [ ] INTRO
  - [ ] Describe your business in 1 short paragraph.
  - [ ] What is your elevator story?
- [ ] FEELINGS
  - [ ] What feelings do you want your brand to evoke?
- [ ] LOOK + FEEL
  - [ ] What aesthetic are your looking for?
- [ ] BRAND POSITION
  - [ ] Are you a Target or Chanel?
- [ ] LIKES + DISLIKES
  - [ ] What brand do you like and dislike? Why?
- [ ] COMPETITORS
  - [ ] Who are your closest competitors?
  - [ ] What makes your different, unique?
- [ ] NEEDS
  - [ ] What exactly do you need at the end of the project?

- [ ] BUDGET
  - [ ] How much $ have you allocated for the project?
- [ ] TIMELINE
  - [ ] When do you need the project to be completed?

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