

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 you 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 you 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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