

# Design Brief



BUSINESS NAME: .....

CLIENT CONTACT: .....

CONTACT NUMBER: .....

DEADLINE DATE: .....

WHO ARE YOU | What is your service or product?

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OBJECTIVES | What is the project? What do you want to achieve?

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TARGET MARKET | Who is your audience, demographic?

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COMPETITION | Who are your current competitors? What makes you different?

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AESTHETICS | What look are you after? What style? What colours? Please attach examples to help visualise your ideas

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ADDITIONAL NOTES |

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