

## How to Fill Out the Brief

- The brief should be filled out by one person only and that person should be the point of contact throughout the duration of the project.
- If there is more than one person answering the brief (partners or board of directors) then all participants must agree on one set answer and submit one final brief only.
- All Fields are required (please fill out as fully as possible) and use the tips (?) if you need help
- Feel free to be creative with your answers and if necessary send through attaching documents

## Contact Information

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First Name:	<input type="text"/>	Last Name:	<input type="text"/>
Job Title:	<input type="text"/>		
E-mail Address:	<input type="text"/>	Phone:	<input type="text"/>

## Company Profile

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Company name:

Street address: Please spell it as it you would like it to appear on the logo eg. Companyname.co.uk or Company Name LTD

City:  County:  Postcode:

Company web address:

Number of employees:

What is your primary business?

Length of time in business:

How did your company name originate?:

Provide a summary of your business along with a brief history.

Describe the services your company offers:

What are the morals and principles that define your business?

## Market Position

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What is your USP:

What are the end benefits for you clients, when they use your service?

Who are your competitors?

Please reference at least 3

## Current Situation

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What is the specific reason for the need of this project?

## Communication Background

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Are there any communication documents available to view other than those that you have already sent me?

Yes

No

## Objectives & Task

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What do you want to achieve with this project?

What specific message do you want to communicate?

## Target Market

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Who are your target audience? (demographics)

Where are they based based? (geographics)

## Your Vision

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Are there any ideas  
(colours, objects, shapes,  
symbols, concepts etc.)  
that you **DON'T** want to  
explore during this project?

Are there any Concepts  
(colours, objects, shapes,  
symbols, concepts etc.) that  
you **DO** want to explore  
during this project?

## Tone of Voice *(Don't worry, nearly finished)*

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If your business were a person  
(famous or not) who would it  
be and why?

Date Submitted:

**The End - Don't Forget to SAVE.**

the design brief



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Submit

**IGNORE this Submit button. For internal use only**