



# Design brief

Client company name:

Industry sector:

Client contact details:

Project type and title:

Background that has led to this design brief...

What is the clients unique selling proposition?

Who are the clients key competitors?

Who is the target audience for the project?

What is the business objective of the project?

What existing materials should we be aware of?

What are the "NON NEGOTIABLE" elements of the design?

Copy, logos and images

Specifications of items required

Productions timetable and deadlines

Budget guidelines

Prepared by:

Date:

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