



## Brand Design Brief

**Date:**

**Client:**

**Brand/ Product/Service:**

<b>PROJECT DESCRIPTION</b> What is this about?	
<b>Background Information</b> Who/What are we talking about (Name of Product / Service / Business) What does the name mean? Vision? Mission? Values?	
<b>What is the objective?</b>	
<b>What's the Brand challenge?</b> (What business problem do we expect branding to play a role in solving?)	
<b>Target Audience</b> Who are we talking to? What are the customer segments?	
<b>Competition</b> Who are they? What do they look like?	
<b>What do we want to communicate?</b>	

What is the proposition? What is the single most important message?	
<b>What image(s) comes to mind about your brand?</b>	
<b>What product(s) and services are we selling?</b>	
<b>What is the brand personality?</b> Brand Essence, Characters, Position	
<b>Key Deliverables</b>	
<b>Timing</b>	