

# Graphic Design Briefing Document

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Name:

Company:

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Contact Email:

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Contact Tel:

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Description: Hint - this is your "30 second elevator pitch"!

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Current Design / Brand Position:

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Target Audience:

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Brand Values:

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Competitors:

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USP's:

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Other important information I should know:

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## Project Details:

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**Project Summary:**  
What exactly is your objective/goal?

**Deliverables:**

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**Important Dates:**

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**Budget:**

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**Background Information:**

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**Target Audience:**  
Who are they? (age group, describe them i.e Professional, Single, Female, 25-35)

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**Objective:**  
What do you want the audience to think, feel and do after seeing your communication?

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**Key Messages:**  
The most important message you want the target market to take away – the one sentence that summarises your unique selling point.

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**Tone and Image:**  
(What style do you require – informal, warm, humorous, direct or functional?)

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**Features/Benefits/Value:**  
What are the key features, benefits and value that resonate with the target audience?

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**Deliverables:**  
(i.e brochure, leaflet, direct-mail...)

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## What You'll Provide:

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### Essential Elements:

eg: logo, address, phone number, license number, disclaimers etc.

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### Textual information / Content:

All textual content must be provided in a clear and succinct manner in a computerised format ( i.e Word document)

List the files you will be providing:

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### Images and Media Content:

All images and media content must be provided in a clear and succinct manner in a computerised format with clear file names.  
(You take full responsibility for permissions and copyright to use the images and media provided).

List the image/media files you will be providing:

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### Do you need me to source/provide copy, photography or illustration?:

Copy:                      Notes:

Images:                      Notes:

Illustration:                      Notes:

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## Schedule:

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Deadline for completion and supply of deliverable(s):

Start/Briefing	Consultation / Proposal	Commencement of work	Feedback and amends 1	Feedback and amends 2	Feedback and amends 3	Sign off and approval	Send to production	Receive Deliverables
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### Other information:

Add any key information not covered under the above items. (Business plan, marketing plan etc).

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## What Now:

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1. Send your completed form to me.
  2. I'll review the form and project details.
  3. I'll send you a proposal to review.
  4. Start rockin' and rollin'
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