

# Client Branding Project Brief

Please fill out this project brief to help us understand your brand's vision, goals, and requirements. Since this document is prepared for print, you can type your responses directly into the fields before printing.

## 1. Client Information

Company Name:

Contact Person & Title:

Email Address:

Phone Number:

Current Website (if applicable):

## 2. Project Overview

Project Name:

Target Launch Date:

Estimated Budget Range:

## 3. Brand Identity & Positioning

What is your company's mission and core purpose?

Describe your target audience (age, gender, interests, location):

List 3 to 5 core values that define your brand:

Who are your main competitors? (Include names or websites):

What sets your brand apart from your competitors?

## 4. Creative Direction & Deliverables

Describe the desired look and feel (e.g., modern, vintage, professional, playful):

Preferred color palette or color limitations:

Are there any specific elements we should avoid? (e.g., certain symbols, colors):

Required deliverables (e.g., Logo design, Brand guidelines, Business cards, Letterhead):

## **5. Additional Comments**

Any other relevant information or design inspiration links: