

Graphic Design Brief

A **Graphic Design Brief** outlines the key information needed for a graphic designer to create visual materials (e.g., logos, social media graphics, brochures).

1. Title/Heading

- **Example:** "Graphic Design Brief for New Logo Creation – [Brand Name]"

2. Project Overview

- Summary of the design project.
- **Example:** "We need a modern, minimalist logo for [Brand Name] that reflects our values of innovation and sustainability."

3. Objective/Goal

- The purpose of the design project.
- **Example:** "To create a logo that visually represents our brand and distinguishes us from competitors."

4. Deliverables

- List of required design outputs.
- **Example:**
 - Primary logo (color and black/white versions)
 - Brand guideline document (font, colors, logo usage)
 - Social media profile images

5. Target Audience

- Who the design is meant to appeal to.

- **Example:** "Young professionals aged 25-35 who value modern aesthetics and simplicity."

6. Design Style & Aesthetic

- Preferred design style, color scheme, tone, and mood.
- **Example:**
 - **Design style:** Minimalist, clean, and modern
 - **Colors:** Blue, white, and black
 - **Mood:** Friendly, fresh, and professional

7. Inspiration/References

- Examples of designs, images, or brands to serve as inspiration.
- **Example:** "We like the logo styles of [Brand A] and [Brand B] because of their simplicity and use of clean lines."

8. Technical Requirements

- File formats, dimensions, and specifications.
- **Example:**
 - File format: .AI, .SVG, .PNG
 - Size: Scalable vector graphic (for use on website, print, and merchandise)
 - Print and digital version

9. Timeline/Deadlines

- When the project starts, key milestones, and the final delivery date.
- **Example:**
 - **Start date:** January 1, 2024
 - **Draft 1 due:** January 20, 2024
 - **Final version due:** February 15, 2024

10. Budget

- Total budget for the graphic design project.
- **Example:** "Our budget for the logo design project is \$2,500."

11. Roles & Responsibilities

- Identify who is responsible for approvals, revisions, and final decisions.
- **Example:**
 - **Client:** Provide feedback and approvals
 - **Designer:** Create the logo and submit it for review

12. Contact Information

- Names, email addresses, and phone numbers of key contacts.
- **Example:**
 - Client: John Doe (johndoe@example.com)
 - Designer: Jane Smith (janesmith@designco.com)