### **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)