



# Design Brief Template

- For more information about writing a design brief, visit [www.mindtools/design-brief](http://www.mindtools/design-brief).

Key Contacts and Stakeholders	Details/Information
Key contact	
Business name	
Details of the business' service/product	
Who will approve the design?	

Objectives of the Project	Details/Information
Details of the design	
Objectives of the design	
What problem should it solve?	
How do we want to be perceived?	
Our target audience	
Our competitors	
How we will measure the project's success	

Style Guidelines	Details/Information
Tone of voice	
Color preferences	
Example designs	
Keywords	
Existing materials	

Project Management Details	Details/Information
Project budget/Designer's fee	
Due date(s)	
Additional information	