



perfect design brief

for visual identities

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Introduction

You always start the process of designing a brand identity with a design brief. It contains detailed information about your company. We, designers, use this information to address your specific problems. Without a brief, every solution would be vague and too broad to be successful. A well-written design brief would shorten the time to complete the project. So you can consider it as a roadmap making our journey fast and enjoyable.

Even if you don't end up hiring us it will help you shape your business strategy. Besides, you can use this brief for collaboration with other designers or agencies.

You can fill the brief either digitally, by entering the information in Adobe Reader, or manually, by printing it. Questions marked with an asterisk* are mandatory. Questions listed in Appendix are recommended, but not required.

Our general advice is to take time and deliberate on every question in this document. It's a good idea to find some uninterrupted time-frame and a quiet place. Since this is a moment to step back and see the big picture.

Shortly, be honest and bold. Don't copy your competitors. Enhance your uniqueness.

If you have any question, please, don't hesitate to contact us. ♦

1. Contacts

It's acceptable if you represent someone else, but good design requires decision making. So it's much better if you are the actual decision maker.

1.1 First name*

1.2 Last name*

1.3 Company

1.4 Position

1.5 Email*

1.6 Phone number*

1.7 Website URL

2. Brand

Answer the questions with lively and conversational language. Be clear and direct, and avoid using obscure, meaningless marketing terms or buzz words.

2.1 Brand Name*



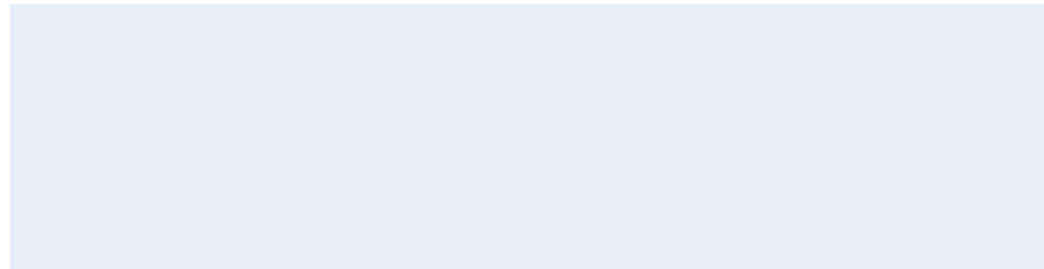
Please, detail the exact words for the logo. For us it's *dekross*, for coke it's *Coca-Cola*.

2.2 Tag-line



If you don't have a tag line, then we'd recommend that we work on creating one for you. A good tag line can often form the platform for the visual direction of the logo.

2.3 What is your brand all about?*

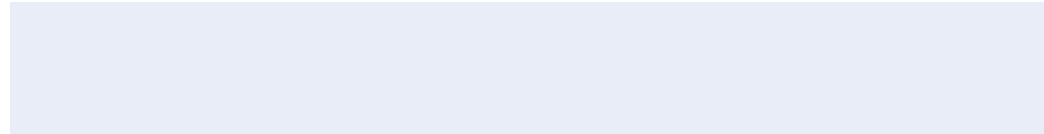


Be as descriptive and detailed as possible. Tell us your history if your business is already up and running. List your goals and objectives. What products or service do you sell? How do you imagine your business in 5 years? Why have you selected this particular industry? Every little detail matters.

3. Marketing

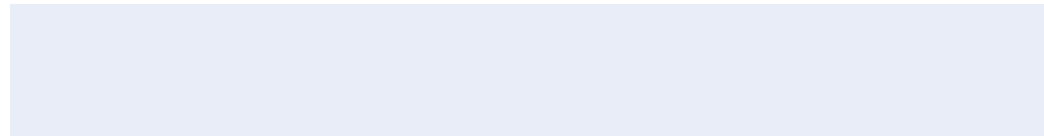
Gather input from all stakeholders. By including all stakeholders, you increase your chances of gaining their buy-in as you move forward with design.

3.1 Who is your primary audience?*



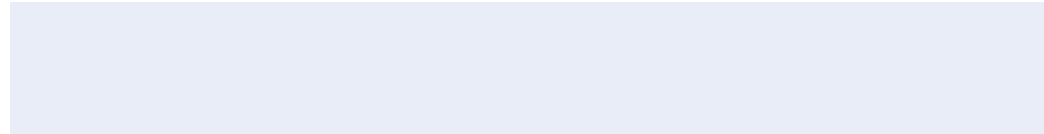
This is a million dollar question. Please, do not tell us that you sell your product to all the people in the world. Narrow it down as much as possible. Share geographical, social, economical and psychological information.

3.2 What is the unique feature of your product or service?*



Each brand must make a concrete proposition to the audience: buy this product or service for this *specific benefit*. It'd better be one unique feature than several common.

3.3 Who are your competitors?*

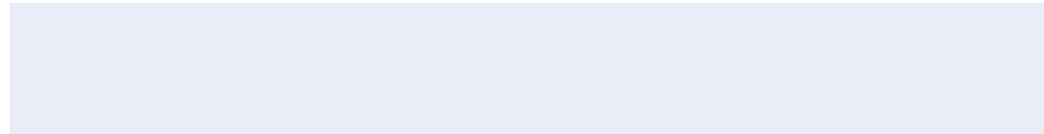


List your competitors by name and URL's. Start with the closest competitor and finish with the less important. Tell us what you think about them and their brands.

4. Project

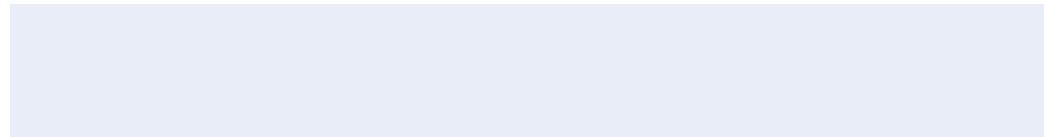
Please, understand that good design cannot be achieved overnight. Therefore, be reasonable with budgeting and deadlines.

4.1 What are the project's deliverables?*



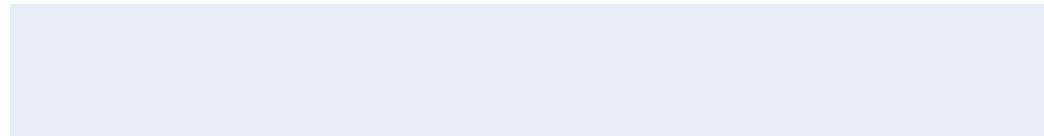
Basic identity includes a logo, a color palette, and font recommendations. List here all additional materials you will need. Stationary, social media icons or posters — everything goes here. Also, you can specify file formats and sizes.

4.2 Do you have a particular deadline?*



Share the important dates and milestones.

4.3 What is your budget?*

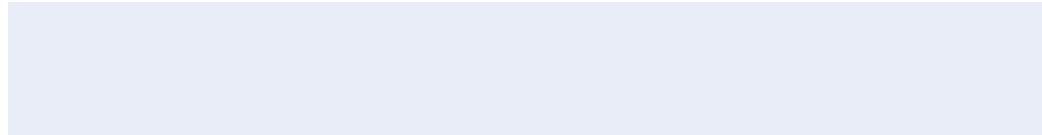


The more you can afford to invest into your brand identity, the more depth, creativity, and perfection it would likely have. Larger budgets allow us to explore more ideas and make the project more important to us. We don't work for free or for exposure.

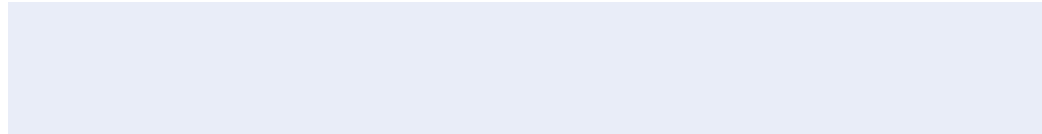
5. Appendix

You can skip the questions presented in Appendix. They are reserved for those who want to clarify small (but useful) details and give us a more precise guidance.

5.1 What is the most important single message you want translate by your visual identity?

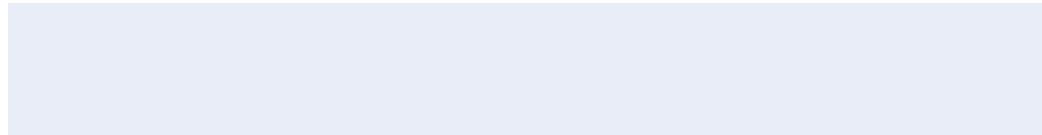


5.2 Give us your best elevator pitch



Imagine we met in an elevator and you'd got only 30 seconds to sell your product or service to us. What would you say? Try to read it aloud to make sure it's really short.

5.3 What is the tone of your brand?

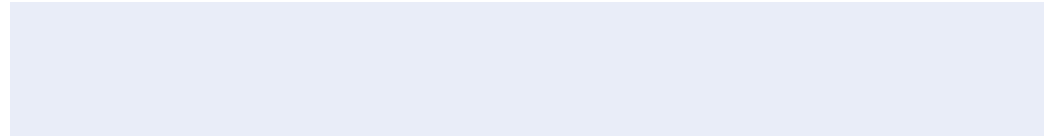


Describe the tone of the writing or imagery you would place into your brochure? Is it fun? Or may be sophisticated? Encouraging? Trusting? Again, this question is not for making things broad. It's about making them as specific as possible.

5.4 Which words better describes your identity? These choices are binary.

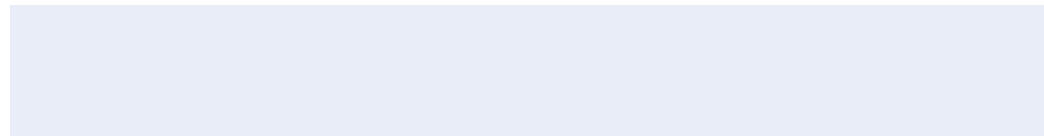
Modern	Classic
Masculine	Feminine
Friendly	Aggressive
Open	Secure
Dynamic	Reliable
Sophisticated	Simple
Trendy	Timeless

5.5 Do you have any design preferences?



Share URL's to portfolios, color palettes, company websites or just images you want us to research and take into account.

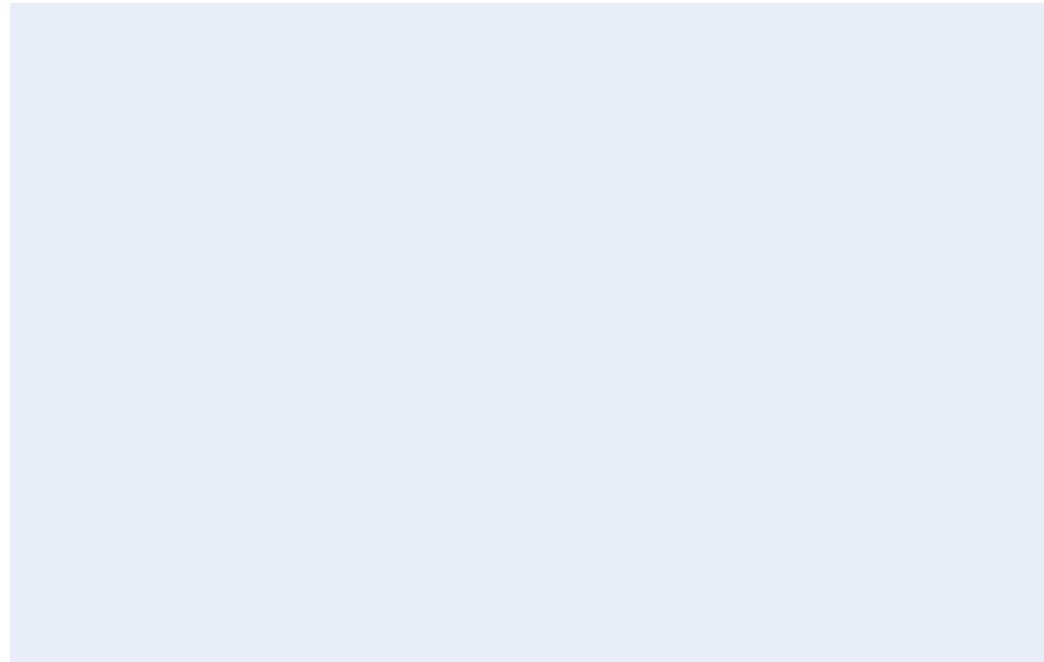
5.6 Can you personify your brand?



In other words, can you imagine your brand to be converted into an animal, a human, or a fictional character? Which characteristics allow you to do that?

5.7 Tell us anything you want

Once you completed the form, please, save the file and send it to email provided on the next page of this brief. Thank you.



If you didn't find a place for your personal opinions or ideas, this is it. Maybe you've got a favorite movie, book, or a music album you want to share with us. Or you have any requests or desires. Feel free to write here just really any information.

thank you

Typeface in use is Axiforma
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