



**PROJECT REQUIREMENTS  
AND DESIGN BRIEF**

## Project Info

Date:

Project due date:

Rush charge required:

*(YES / NO)*

Project title:

Company name:

Project lead (name):

Project lead (e-mail):

Content type:

*(e.g., micro-content, infographic, ebook)*

Do you have a story outline / design-ready copy?

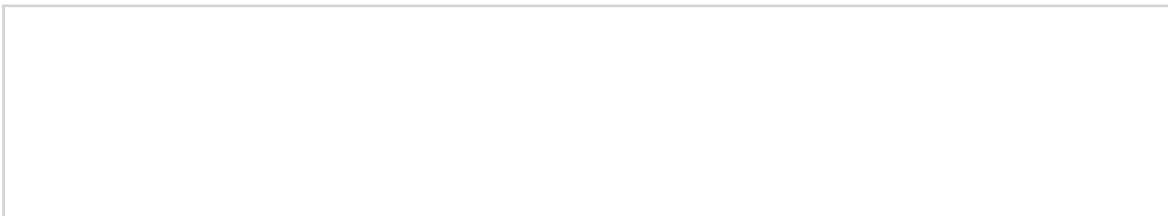
*(YES / NO)*

## Creative brief

Project info / description:



Are there examples of work that could provide creative inspiration (content created in the past or relevant links/examples from the web or our portfolio)? What do you like about them?



The type of visual elements that should drive the design:

*(e.g. iconography, typography)*

Creative vision / design style:

*(e.g. flat, 2D, simple icons, data-driven design, outline graphic shapes, minimal color palette, dynamic look, narrative structure, short text blocks, custom illustrations)*

The tone the content should express:

*(e.g. analytical, educative)*

What is the main message your audience should remember from this content?

Primary audience: demographics and interests

*(e.g. B2B, brand owners)*

Existing materials or assets that should be used:

*(e.g. style guide to follow, fonts, research, CTA)*

## Execution

### Layout:

*(dimensions, orientation/shape, and any other specific layout requirements)*

### Content use:

*(e.g. inbound marketing, social media outreach)*

### Content sharing:

*(e.g. web, print, social media)*

### Final deliverables:

*(e.g. PDF, JPEG)*

### Source file required?

*(YES / NO)*

### Resolution

*(digital 72dpi / print 300dpi)*

### Additional information: