



**DESIGN BRIEF FORM**

1. Who are you? What do you do? Tell us about your business.

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2. What is the objective of your project?

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3. What is your target market?

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4. Who is your competition?

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5. What are your color preferences? (If none are preferred, then some will be suggested to you)

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6. If we are developing a business identity how do you want your business to be perceived?

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7. What key words describe your business or product?

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8. Where will your design be output? (print/web, etc.)

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9. Success Criteria: How do you judge a successful project?

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10. Please provide us with any additional input. (Style guides, urls of styles you like, fonts preferred, etc.)

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**Print Client Name:** \_\_\_\_\_  
**Client Signature:** \_\_\_\_\_  
**Date:** \_\_\_\_\_

**OFFICE USE ONLY**  
**JOB #** \_\_\_\_\_  
**CONTACT #** \_\_\_\_\_