



level

**your design
brief, let's
get started.**

You don't need to have every answer, some is always better than none. The more you can tell us upfront, the less back-and-forth we. Fill this in and send it back. No wrong answers

01. ABOUT YOU

tell us about your business.

Your name.

Business name.

What does your business do? Plain english please, not corporate speak

Who are your customers? Age, location, what they care about, how they find you

Who needs to sign this project off? List everyone who needs to approve the final design before it goes anywhere

02. THE PROJECT

what do you need made?

What are we making? Tick all that apply

DESIGN

 Logo

 Business card

 Poster / Banner

 Booklet

 Packaging

 Exhibition / Display stand

 Leaflet / Flyer

 Brochure

 Annual report

 Stationery

 Point of sale / In-store display

 Corporate presentation

BRAND

 Brand identity

 Brand refresh / rebrand

 Brand guidelines

DIGITAL

 Website design

 Social media graphics

 Email marketing

ADVERTISING

 Storyboarding for broadcasting ad

 Something else

 Outdoor advertising graphics

What is the something else? Add as much information as you can

What's it for? Where will people see it? What do you want it to do?

When do you need it? Your actual deadline, not a buffer

What's your budget? A ballpark is fine

03. LOOK AND FEEL

what should it feel like?

Describe the vibe you're going for. Words, feelings, anything that comes naturally. Don't worry about using the right design language.

Where does your brand sit in terms of tone?

Formal corporate, serious	Professional polished, clear	Friendly warm, approachable	Casual relaxed, human	Bold / Fun loud, playful
-------------------------------------	--	---------------------------------------	---------------------------------	------------------------------------

Colours you like or already use.

Colours to avoid.

Brands or things you like the look of. Doesn't have to be in your industry. Even if you can't explain why, just mention it.

Anything you definitely don't want. Styles, colours, vibes, anything that's a no from you

04. REFERENCES

do you have anything visual to share?

Do you have references to send over? Screenshots, photos, links, pinterest boards, anything you like the look of

Yes

No

I'll pull some together

If yes: please make a folder called **REFERENCES** and attach it alongside this brief. Include anything you like the look of, even if you can't explain why. Add any notes below.

Notes on your references. Eg. I like the layout of this one but not the colours. I like the energy of this even though it's a different industry.

05. YOUR BRAND ASSETS

what do you already have?

Do you have a logo?

Yes, sending the file

Yes but it's a jpeg / screenshot

No, starting fresh

Do you have brand guidelines?

Yes, sending them

Partial / informal guidelines

No guidelines

Do you have photos or images to use?

Yes, sending them

Please source images

No images needed

Any other assets? Fonts, icons, patterns, old design files, anything that might be useful

Yes

No

Not sure

If you have assets to share: please make a folder called **BRAND ASSETS** and attach it alongside this brief. Include everything you can find and let us decide what to work with.

06. THE WORDS

what needs to actually be on it?

All text and information to include. Everything. Phone, website, email, tagline, social handles, address, accreditations. All of it.

What's the copy situation?

Copy is written and ready

I have rough notes

I need help writing it

07. THE BIG PICTURE

What does success look like?

How will you know this project worked? Not what it should look like, what it needs to do. People call the number on it? You stop feeling embarrassed handing it out? You get more enquiries?

Anything else we should know before we start? Previous experiences, strong preferences, anything that would be useful to know now rather than at amend fifteen.

let's make something good?

Fill in what you can and send it back Questions? Say hello at wearelevel.co.uk. More detail = less back and forth