

The Brandtastic Brief Builder



Lite Version

wearebrandtastic.com

SECTION 1 — BUSINESS OVERVIEW

Business name and what you do:

Keep it to two sentences. What do you sell and who to?

Your target customer:

Age, profession, lifestyle — be as specific as you can.

SECTION 2 — PROJECT SCOPE

What do you need designed?

e.g. logo, website, brochure, full brand identity

What does success look like for this project?

SECTION 3 — TIMELINE AND BUDGET

Deadline / launch date:

Budget range:

UPGRADE TO THE FULL VERSION

wearebrandtastic.com

Full version includes: all 10 brief sections: competitors, tone of voice, visual direction, deliverables list, technical requirements, and a formatted output ready to send to your designer.