The Branding Brief Template

Branding Brief for [Insert Company Name]

Business and Brand Overview

[Insert Company Name] is looking to:

- Do this
- Do that
- Do the other

[Insert Business Overview Here]

The first thing you should explain when writing your design brief, is about your business and the sector you work in.

Try to answer the following questions:

- What do you do and how do you make your money?
- How do customers currently buy from your business?
- What makes your business unique within the marketplace?

If rebranding try to answer:

- What's wrong with the current business branding?
- What's changed since the current branding was launched?

The more you can offer in the first instance here, the better.

Project Objectives

Your goal for a branding project, could simply be something like:

"We need a new brand identity to help us stand out from the noise. The market place we operate in, is crowded. Therefore, differentiation matters. Our space is saturated with boring brands, we want to make a difference with the way we look."

Also include your measures of success:

1. Success factor
2. Success factor
3. Success factor

Target Audience/Markets

Check out this post for a more detailed guide into creating customer personas.

Outside of demographic and psychographic traits, ask yourself the following about your customers:

- What does their family structure look like?
- What type of car they drive?
- Are they a pet owner?
- What newspaper/magazines do they read?
- Which websites do they visit? And for what purpose?

Try to include 3 customer persona examples here.

The Problem You're Facing

Goals and objectives focus on where you want to be.

The problem you're facing, focuses on the here and now.

Try to share as much information about the problems you're facing as you can.

For example:

- What works with your current brand vs what doesn't
- What you like vs what you don't
- Things you would like to keep and things that can go

Project Specific Information

Project specific information can be tricky to outline in a design brief.

Let's take a look at creating a new brand as an example:

- Is your business bricks and mortar, or mostly online?
- Are you in the market for awareness, customers, or something else?
- What sort of deliverables are you looking for?

Other things to consider alongside your branding project are:

- What does your marketing strategy look like?
- Do you need a new website?
- Do you have a digital marketing strategy in place?

Scope or Size of the Project

Is it a complete overhaul? Are you creating something new?

Features and Functionality

What is it you actually need your design project to do?

Other Considerations

- Integrations
- Accessibility
- Anything else your branding agency need to consider

More About Your Business

Things to include here could include:

- Why do you want to build a brand in this space?
- What have you done to arrive at this point?
- Who makes up the business?
- What are you most proud of?
- Why did you get started?
- What is your brand strategy?

Competitor Information

It's good to include some competitor information. Try listing out:

- Name
- Website Link
- What You Like About Them
- What You Don't Like About Them
- How You See Yourself in Relation to Them

Brand Strategy

If you have a fair idea of your brand strategy, then it's a good idea to include it in your branding brief.

Your brand strategy is made up of:

- Audience personas
- Competitor research
- Brand positioning
- Brand story
- Brand values
- Brand mission
- Brand touchpoints
- Brand messaging
- Tone of voice
- Brand identity

Even if you have some ideas around this, get it noted down.

Expected Branding Deliverables

One of the biggest influences of the cost of a branding project, is the level or amount of expected branding deliverables.

At a minimum, we find most of our clients typically need:

- Brand identity creation
- Brand guidelines
- Business cards
- Letterheads
- One or two promotional items (flyers etc)

Sample Branding Campaigns

If you're rebranding, and have run brand awareness or advertising campaigns in the past, include some links to the assets in your brief.

This gives your agency an idea of how your brand will be used going forward.

It also helps build out the list of deliverables we talked about above.

Project Timescales

Use a table like the one below to outline your projects.

Deadline for brief submissions	[date]
Invited agencies to present proposal	[date]
Agency appointed	[date]
Project ready	[date]
Go live (if applicable)	[date]

Project Budget

Include a suggested budget if possible, if not, a budget range.

We have a range of posts about design project budgets if you're not sure:

- How Much Does Logo Design Cost?
- How Much Does Branding Cost?
- How Much Does a Website Cost?

Contact Information

List out the people involved in the project here. This is what you should include:

- Name
- Phone
- Email
- Hours available
- Is it appropriate to contact them?

How the Project will Be Awarded

Typically people assign a percentage of awarding criteria to the following elements.

- Cost/Value for Money
- Quality of Work
- Previous Experience
- Alignment to the Design Brief
- Suitability of the Agency

Required Response

You need to let your agency know what you're expecting back, by when, and how to submit it.

This could be as simple as:

- A written response to the brief
- Examples of relevant work
- Testimonials from happy clients

Make sure you also include:

The email address to submit the proposal to, and the date by which you're hoping to receive your submissions.