



Wish Work Design

Project Brief

Prepared by: Wish Work design

General Info

Project title:

Client

Contact name

Contact Email

Date

Project Client Overview

What

Please write a brief statement introducing the product or business.

Why

Please write a brief statement to explain why you are developing the product or business.

Mission and culture

Unique selling points

Tone of voice

Describe the character of the product or business and how the product or business intends to communicate and engage with the target audience.

Audience

Gender

Age

Salary

Personality and profession

What they care about

Design Overview

Objectives

Please write a brief statement of what exactly the design is going to be, what the design is going to be used for and what you want to achieve with the design.

Impact

Describe the impression you would like to make with the design.

Likes and Dislikes

List likes or dislikes if you have any in mind. Fill in the table below.

Likes

Dislikes

colour

colour

Fonts

Fonts

Websites

Websites

Please provide any link references or visual examples.

How will success be measured?

State how you will measure the success of the design work.

Existing branding or marketing collateral?

Brand guidelines?

Visual assets?

Visual examples?

Fonts?

Logo files?

Additional notes

Thanks for your time! Feel free to contact us if you had any questions.

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