

Free Template

Brief Your Designer Right

A good design brief saves time, money and frustration — for you and your designer. Fill this in before your first conversation. The more detail you provide, the better the result.

About Your Business

Business name and trading name (if different)

What does your business do? (plain English, please)

Who are your customers?

What makes you different from your competitors?

About This Project

What are we designing? (logo, flyer, website, brochure, etc.)

What is the purpose of this piece? What should it achieve?

Where will it be used? (print, digital, both — be specific)

What sizes or formats do you need?

Your Brand

Do you have existing brand guidelines? (yes/no — if yes, please share)

Brand colours (hex codes or Pantone references if known)

Fonts you use (if known)

Words that describe your brand personality (e.g. friendly, professional, bold)

Design Direction

List 3 competitors or businesses whose design you respect — and why

List 3 things you definitely do NOT want (styles, colours, approaches to avoid)

Any specific images, icons or photography needed?

Practical Details

Your deadline

Your budget (approximate — helps us scope the project properly)

Who is the key contact for approvals?

Are there any legal requirements, disclaimers or mandatory content?

Content

What copy / text needs to be included? (paste it below or attach separately)

Ready to share this with us? Email it to hello@thinksay.co.uk or book a free chat at thinksay.co.uk/contact