# [Client/Company Name] Project Brief

\*Submitted on: [Date]\*

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**## 1. Project Overview**

| Section | Details |

|-----------------------|------------------------------------------|

| Project Name: | [Enter project title] |

| Project Type: | [Web/Mobile App/Branding/Print/Other] |

| Primary Contact: | [Name, Email, Phone] |

| Preferred Start Date: | [MM/DD/YYYY] |

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**## 2. Core Objectives**

\*What should this project achieve?\*

- [ ] Increase brand awareness

- [ ] Generate leads/sales

- [ ] Improve user experience

- [ ] Launch new product/service

- [ ] Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**\*Success Metrics:\***

[Define measurable goals e.g., "Increase conversion rate by 25%"]

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**## 3. Target Audience**

**\*Primary Audience:\***

- Age Range: [18-24 / 25-34 / etc.]

- Location: [Local/National/Global]

- Key Characteristics: [Tech-savvy professionals/Budget-conscious parents/etc.]

\*Secondary Audience (if any):\*

[Describe additional target groups]

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**## 4. Deliverables Checklist**

☐ Website Design

☐ Mobile App Development

☐ Logo & Brand Identity

☐ Marketing Materials

☐ Social Media Assets

☐ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**## 5. Timeline & Budget**

| Milestone | Target Date | Budget Allocation |

|-----------------------|---------------|--------------------|

| Discovery Phase | [MM/DD/YYYY] | $[ ] |

| Design Approval | [MM/DD/YYYY] | $[ ] |

| Final Delivery | [MM/DD/YYYY] | $[ ] |

\*Total Project Budget: $[Amount]\*

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**## 6. Brand Guidelines**

\*Attach or describe existing brand assets:\*

- Color Palette: [Hex codes/Pantone]

- Fonts: [Primary & Secondary]

- Logo Files: [Attach .zip if available]

- Voice/Tone: [Professional/Playful/Technical]

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**## 7. Competitor References**

\*List 2-3 competitors or inspiration examples:\*

1. [Website/App URL] - Liked: [Specific features]

2. [Website/App URL] - Disliked: [Specific elements]

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**## 8. Additional Notes**

[Include any special requirements or preferences]