

Graphic Design Client Brief

Designer: [Taher Ahmed]

Date: [.....]

1. Client Information

- Company/Organization Name:
- Contact Person:
- Position/Role:
- Email:
- Phone:
- Website (if applicable):
- Industry/Sector:

2. Project Overview

- What is the primary goal of this project? (e.g., rebranding, new identity, marketing campaign)
- Who is your target audience? (Describe demographics, interests, behaviors)
 - What key message or emotion should the design convey?
- Do you have any existing brand guidelines we should follow?

3. Logo Design (if applicable)

- What should the logo represent? (e.g., trust, innovation, creativity)
- Preferred logo style? (Minimalist, vintage, abstract, hand-drawn, etc.)
 - Any specific symbols, icons, or imagery you'd like included?
 - Colors to use or avoid?
- Do you need variations (icon-only, horizontal/vertical layouts, monochrome)?

4. Social Media Design (if applicable)

- Which platforms will the designs be used for? (Instagram, Facebook, LinkedIn, etc.)
- Preferred post dimensions and formats? (Stories, posts, covers, ads)
- Should the designs align with an existing campaign or theme?
- Do you need animated/motion graphics?

5. Visual Identity / Branding (if applicable)

- What adjectives describe your brand's personality? (e.g., modern, playful, luxurious)
 - Preferred color palette? (Include HEX/RGB codes if available)
 - Typography preferences? (Serif, sans-serif, script, custom fonts)
 - Should the design include patterns, textures, or illustrations?

6. Inspirations and References

- Do you have examples of designs you like? (Attach links/images)
- Are there any competitors or brands you admire for their design?
 - Any styles or trends to avoid?

7. Deliverables and Formats

- Which file formats do you need? (AI, EPS, PNG, JPEG, PDF, etc.)
- Do you require editable source files?
- Any specific resolution or print requirements?

8. Budget and Timeline

- What is your estimated budget for this project?
- Desired project completion date:
- Are there key milestones or deadlines?

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