

{{CLIENT_NAME}} — Site Brief

Date: {{DATE}}

Build Lane: Vite (Static) · Next.js (Full-Stack) · Hybrid

Industry Playbook: Nonprofit · Service Business · E-Commerce · Creative/Artist · Restaurant/Local ·

Custom

Brand Kit Provided: Yes (see Brand Kits/{{CLIENT_NAME}}/) · No (use template)

1. Brand Identity

Field	Value
Business Name	{{BUSINESS_NAME}}
Tagline	{{TAGLINE}}
Mission Statement	{{MISSION}}
Brand Voice (3 words)	{{VOICE_1}}, {{VOICE_2}}, {{VOICE_3}}
Primary Color	{{PRIMARY_COLOR}}
Secondary Color	{{SECONDARY_COLOR}}
Accent Color	{{ACCENT_COLOR}}
Heading Font	{{HEADING_FONT}}
Body Font	{{BODY_FONT}}
Logo File	{{LOGO_PATH}}

2. Pages Requested

- Homepage (*always included*)
- About
- Services
- Portfolio / Work
- Contact
- Blog / Insights
- Shop / Products
- Custom: {{CUSTOM_PAGE}}

3. Homepage Content

Element	Content
Hero Headline	{{HERO_HEADLINE}}
Hero Subheadline	{{HERO_SUBHEADLINE}}

CTA Button Text	{{CTA_TEXT}}
CTA Link	{{CTA_LINK}}
Key Stats	{{STAT_1}}, {{STAT_2}}, {{STAT_3}}
Hero Image	{{HERO_IMAGE_PATH}} or "generate"

4. About Page

Element	Content
Founder Name	{{FOUNDER_NAME}}
Founder Title	{{FOUNDER_TITLE}}
Brand Story	{{BRAND_STORY}}
Team Members	{{TEAM_LIST}} or "solo"

5. Services / Offerings

Service	Description	Price (optional)
{{SERVICE_1_NAME}}	{{SERVICE_1_DESC}}	{{SERVICE_1_PRICE}}
{{SERVICE_2_NAME}}	{{SERVICE_2_DESC}}	{{SERVICE_2_PRICE}}
{{SERVICE_3_NAME}}	{{SERVICE_3_DESC}}	{{SERVICE_3_PRICE}}

6. Contact & Social

Channel	Value
Email	{{EMAIL}}
Phone	{{PHONE}}
Location	{{LOCATION}}
Instagram	{{INSTAGRAM}}
Facebook	{{FACEBOOK}}
LinkedIn	{{LINKEDIN}}
Twitter/X	{{TWITTER}}
YouTube	{{YOUTUBE}}

7. Design Preferences

Preference	Choice
Mode	<input type="checkbox"/> Dark · <input type="checkbox"/> Light · <input type="checkbox"/> Auto (both)
Style	<input type="checkbox"/> Modern · <input type="checkbox"/> Minimal · <input type="checkbox"/> Bold · <input type="checkbox"/> Playful · <input type="checkbox"/> Corporate
Reference Sites	{{{REF_SITE_1}}}, {{{REF_SITE_2}}}
Specific Requests	{{{DESIGN_NOTES}}}

8. SEO & Marketing

Field	Value
Target Audience	{{{TARGET_AUDIENCE}}}
Primary Keywords	{{{KEYWORD_1}}}, {{{KEYWORD_2}}}, {{{KEYWORD_3}}}
Unique Value Prop	{{{UVP}}}
Competitors	{{{COMPETITOR_1}}}, {{{COMPETITOR_2}}}

9. Hosting & Domain

Field	Value
Domain	{{{DOMAIN}}}
Hosting Provider	<input type="checkbox"/> Netlify · <input type="checkbox"/> Vercel · <input type="checkbox"/> WP Engine · <input type="checkbox"/> Other: {{{HOST}}}
SSL	<input type="checkbox"/> Included with host · <input type="checkbox"/> Need to set up

Fill in what you have. Leave `{{{placeholders}}}` for fields to discuss later.