BearlyCreative

Free template

The design brief.

Fill this in before you speak to a designer, any designer. Short answers are fine. Honest ones are best.

1
Type or print
Click a box to type, or print it out and use a pen.

2
Skip what you don't know
Gaps are useful too. They show where to dig.

3
Send it over
A good designer will come back with questions. That's a good sign.

0 Your details

Your name, business name, website and the best way to reach you.

1 About your business

What do you do, in a sentence or two? How long have you been going? Say it like you'd tell a friend.

2 Who you're for

Your best customers. What do they care about, and why do they pick you? "Everyone" doesn't count.

3 What's not working now

Why are you looking for a designer? What's prompted this, right now?

4 What you need

Tick what you think you need. Not sure? Leave it blank and say so below.

- ☐ Logo
- ☐ Colours and fonts
- ☐ Brand guidelines
- ☐ Social templates
- ☐ Stationery
- ☐ Signage
- ☐ Strategy and messaging
- ☐ Not sure yet

5 Three words

How would you like people to describe your business?

6 Likes and dislikes

Brands you admire and ones you don't, from any industry. The why matters more than the what.

7 Budget and timings

A rough budget helps a designer suggest what's realistic. Add any deadlines, like a launch or a print run.

8 Who decides

Who signs the work off? Anyone else who should see it along the way?

+ Anything else

Anything you think a designer should know.

Done? Send it over.

Email it to hello@bearlycreative.uk and I'll come back with thoughts, a clear quote and honest timings.

hello@bearlycreative.uk