DESIGN BRIEF FORM

Artsum⁺

Contact

Company Name

E-mail

Name

Telephone

Project details

Title of job

Deadline

Deliverables

Budget

Project aims

What is the overall goal of this design project?
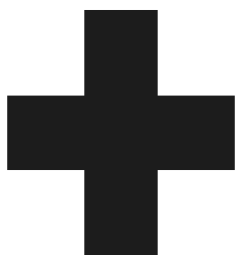
What are you trying to commmunicate and why?

Who is the target audience?

Where is the design going to be used?

References

Do you have a set of corporate brand guidelines? *(e.g. logo, font, colours)*

Do you have examples of demostrating the design style or approach?

When you are ready to submit the brief, please schedule a meeting with our team.
This person will be responsible for the project management and final approval.
https://meetings-eu1.hubspot.com/artsum/

Please make sure to complete this form in Adobe Acrobat and not on a browser.

What to supply

Artsum+

Brand

Overview of the company

Brand identity, style, values, and mission. Please supply:

> Brand guidelines
> Logo (Logo files preferably should be supplied in a vector file format)
> Fonts
> Corporate colours
> Imagery

If the above don't apply to your company/project,
please supply accurate information about the project.

Design

By including specific design requirements in the design brief, you ensure
that you and our team have everything needed to work efficiently and
meet project's expectations. Including these details upfront also reduces
the risk of revisions or complete redesigns.

While requirements may vary for each project, you can include any of the
following details about your deliverables:

> Asset dimensions/resolutions
> File formats
> Required color palette
> Image assets to be included
> Associated copy documents
> Inspiration ideas or designs