**Template: Branding Design Brief**

*When you have identified a designer to design your logo, website, collaterals (brochures, etc) or style guide, fill out and share this document with them to streamline and focus your work together.*

**Name:**

**Contact:**

**1. Profile**

*This section gives the Graphic Designer an overview about the organization and what they do.*

**Vision:**

**Mission:**

**Tagline:**

**What we do:**

**Why we do it:**

**For whom we do it:**

**Where we operate:**

**Our unique selling point:**

**2. Identity**

*This section gives an insight into the identity of the organization, which should be represented in the new brand/collateral.*

**Core values:**

*The core values are what the organization believes in, this usually includes key words from their vision and mission statement, but can go beyond that.*

**Organization values:**

*The organization values are what the organization stands for, they typically represent their working culture.*

**Tonal values:**

*The tonal values are the associations and feelings that the organization wants to provoke through their brand. They set the tone for the brand through the colours and messages used.*

**3. Branding Project**

**Objectives:**

*State clearly what the objectives of the branding project are to help the Graphic Designer understand what exactly you are looking for.*

**Target Audience:**

*Define the target audience and their needs. That will make it easier to define the tone and the messages of your brand. For example, if the tonality aims at security, the messages would likely include aspects of dependability, safety and trust.*

**Guidelines:**

*In this section you can give instructions for the development of the brand/collateral. Be as specific and detailed as possible. This can include examples of brands/collaterals that the organization likes with a description of what/why they like it. It should always include information about their competitors to avoid that a similar brand/collateral is created.*

**Due Date for Completion:**

**Budget:**