



Design Brief Starter Checklist

What to share with your freelance graphic designer to get the best results

Project Basics

- Project title
- What do you need designed? (Logo, brochure, social templates, etc.)
- Deadline (and any key milestones)
- Budget range
- Point of contact (and decision-maker, if different)

Project Goals

- What are you hoping to achieve with this project?
- Who is the target audience?
- What action do you want your audience to take?

Brand & Style Info

- Do you have brand guidelines? (Colours, fonts, logo files)
- Are there existing assets to reuse or build from?
- Examples of designs you like (and why)
- Any no-go styles or colours?



Content & Copy

- Do you have final copy or will it need to be written?
- Any required text, contact info, URLs, disclaimers, etc.?
- Who's responsible for supplying content?

Output & Deliverables

- Where will this be used? (Print, web, social, etc.)
- What file types do you need at the end? (PDF, PNG, editable files, etc.)
- Do you need print specs or templates?

Feedback & Process

- How would you like to give/receive feedback?
- Who else will need to approve the work?
- Are there any fixed review points you'd like?

REMEMBER:

Designers don't need perfect briefs — just *honest* ones.
Start where you are. We'll help fill in the gaps.