

# Project brief

**Before you send your brief, make sure you can answer yes to each of these.**

## **About the project**

- You've given the project a name
- You've explained what your organisation does and why
- You've described what the project is and what it's for
- You've named your target audience

## **The work itself**

- You've described the style or mood you're after, with visual references if you have them
- You've listed exactly what you need (number of pieces, rough sizes, formats)
- You've noted any brand guidelines, colours, or logos that must be followed
- You've explained where and how the work will be used

## **Practicalities**

- You've stated your deadline, and any interim milestones
- You've included your budget, or a range
- You've said what you want back in response: a quote, a proposal, a call
- You've confirmed who makes the final decision

**SAM OSBORNE**

VISUAL COMMUNICATION FOR HUMANS

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