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## branding brief

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Business Name \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Email Address \_\_\_\_\_  
Contact Number \_\_\_\_\_

Describe your business

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What makes your business unique?

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Who is your target audience?

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Who are your primary competitors?

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What sets you apart from the competition?

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What tone or image do you want to portray?

☐ Minimal ☐ Fun, bright & colourful ☐ Modern ☐ Eco / Natural  
☐ Video Background ☐ Photography ☐ Elegant ☐ Youthful

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Please select a budget range:

☐ \$0 ☐ \$1,000 ☐ \$1,000 - \$2,500 ☐ \$2,500 - \$5,000 ☐ \$5,000 - \$7,500 ☐ \$7,500 - \$10,000 ☐ >\$10,000

Do you have existing  
brand guidelines?

☐ Yes ☐ No

☐ Needs updating

What will the project  
deliverables be?

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Project Due Date?

☐ Flexible ☐ Fixed

Will you need  
copywriting services?

☐ No, I will provide copy

☐ Yes, I need copy



## web brief

If you have any existing marketing material, what would you like to change about it?

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If you have any existing marketing material, what would you like to keep from it?

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Please list some marketing / websites that you like, and why you like them.

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Are there any specific styles or elements that you do NOT want?

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Additional Comments:

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