

# GENERAL PROJECT BRIEF

**CLIENT:**

**CONTACT:**

**ADDRESS:**

**PHONE NUMBER:**

**EMAIL:**

**BRAND OR PRODUCT:**

**BACKGROUND:**

**MARKETING OBJECTIVE:** Try that your client is as specific as they can. We want to know what's the purpose of this project).

**TARGET:** What do we know about our client's target? Features, attitude towards products, brands or services, What do they like? What do they buy?

**ICONOGRAPHY:** Does the brand or product use a specific iconography? Do you need to stay away from certain images?

**AVAILABLE MATERIAL:** Stock photography, Vectors, logos, color and brand guide, etc.

**HOW WILL IT BE MEASURED:** Every effort must be measured. This will help you and your client determine if you keep on the same track or if you need to make adjustments along the way.