



Branding Brief Template

Utilize this branding brief to convey the essential details that assist your team in creating a appealing brand identity.

For more guidance, see our [Guide to Build a Brand Identity](#).

Project name

Project overview

Goal

Success metrics

Deliverables Logo, color palette, Typography, etc.

Key stakeholders

Target Audience

Key Attributes to convey in identity

Key messages

Budget

Timeline

Specs

Additional Considerations Links to inspiration, reference images, etc.



Still need help to figure it all out?
Reach out. We'd love to help you bring your brand to life.