**DESIGN BRIEF**

1. What do you want to design?

2. Describe your company to a person who has no knowledge of your existence?

3. Describe 3-5 products/services offered by your company?

4. Describe the 'nature of communication' portrayed by your company? (Eg. premium, fun, serious, friendly, affordable, complex)

5. Who do you consider as your competitors in the market?

6. Are there any particular examples of design that you would consider a benchmark in terms of style?

7. Are there particular colours that you would like to use/avoid?

8. Anything else that you feel we should know?

Note: Kindly share any images/files/resources separately by email.

Once you have completed filling out the Design Brief you can e-mail the file to your Project Manager or [ops@draftss.com](mailto:ops@draftss.com)