

DESIGN BRIEF

Date: _____

Client Details

Company Name		Phone number	
Key Contact Name		Email	

Project Overview

Project Name			
Product Price Point		Design Budget	

Project Background

For new projects, describe any existing developments of your packaging; for existing designs, describe the state of the current design and why you want to change it.

Target Clientele

Please describe the demographics in details such as age, income, geographic location, lifestyle, personality traits, and interests.

Brand & Product Positioning

Brand Strategy

Tell us about any brand story, values, and mission that you'd like to convey in the packaging design.

Unique Selling Proposition

What is it that motivates the target consumer to purchase this product? Please include any customer research that you have conducted.

Creative Mandatories

Please include branding elements that you'd like incorporated into the design.

Such as logo, imagery, photography, brand colors in CMYK or Pantone colors, brand tagline or any specific copy. Please supply any required image along with this form.

Are there multiple SKUs?

If yes, please list any design elements that need to be consistent across all product variations and why. For example, a woodgrain effect must be in each package design, as this helps to create the perception of a rustic, authentic food product.

Style	Chic	Luxe	Minimalist	Fun	Feminine	Masculine
	Colorful	Bold	Informational	Vintage	Classic	Geometric
	Clean	Grunge	Natural	Corporate	Organic	Editorial
	Other					

Examples of packaging that you like or don't like

What are the elements or features of different packaging designs that appeal to you and why? How about elements/colours you would like us to avoid? Please feel free to include links to images/websites.

Packaging Specifications

Type of Packaging	Stand Up Pouch	Flat/Block Bottom Pouch		Back-Sealed Flat Pouch:		
	3-Side-Sealed Pouch	Quad Sealed Pouch		Fin Seal	Lap Seal	
	Rewind Film				Gusset Pouch:	
				Centre-Back Sealed	Side-Sealed	
Size (mm)	Width		Length			Gusset
Material	Substrate:	Clear	White	Foil	Kraft	Other
	Finish:	Matte	Glossy	Mixed	Other	
Features	Corners:	Straight	Rounded	Mixed		
	Tear notch	Zipper		Clear Window	Coffee Valve	
	Other	Please specify				

Packaging Copy

Please supply any information that may apply (ingredients, cooking instructions, legal information, nutritional panel, etc.). Please include images if applicable.

Barcode

Country of Origin Label

Please provide label graphic or percentage info

Deliverables

How many design directions would you like to have?

How many rounds of development would you like?

File Type

What needs to be delivered? Describe the file type (PDF, AI, JPEG, EPS, etc.).

Do you need any digital mockups, printed proof, or prototypes? Yes No

If so, please specify your requirements:

Additional Information