

# Brand Design

## Briefing work into an agency

If you're looking to create, update or re-launch your brand identity, you'll have to give your agency a branding brief.

In order for the agency to get a feel for your brand, this brief will need to be more in depth so that they understand your business, its personality and core ideas.

Here are some questions and information for you to be able to provide an effective brief.



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1. Give an overview of your business, including what product(s) or service(s) you provide.
2. What are your core values?
3. Who is your target audience? What are their personas?
4. How do your colleagues perceive your business?
5. How would you like your business to be perceived?
6. Who are your competitors? What makes you unique?
7. Where do you think you are positioned in the market?
8. What are the objectives of your branding project?
9. What do you hope to achieve with your brand?
10. What brand projects has your company done previously? What was the outcome?

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11. What problems are you currently facing with your brand identity?
  
12. What's your project budget?
  
13. What's your project timeline?
  
14. What deliverables are you looking for?
  
15. Are there any limitations to your new or updated brand identity, including style?
  
16. Please provide any more information that you think would be relevant about your business.

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