

FREE TEMPLATE · FILL-IN

The brand brief template.

The questions we ask before any branding project. Fill it in and you will understand your brand better than most agencies do about theirs.

PDF

6 SECTIONS

PRINT OR TYPE

WHAT'S INSIDE

01 · The basics	Who you are
02 · Why you exist	Purpose
03 · Who it is for	Audience
04 · Where you sit	Positioning
05 · Personality & voice	Character
06 · Practical & taste	The build

A studio template from Initiate Digital · Wexford, Ireland · initiate.ie

Before you fill this in

A brand is not a logo. It is the gut feeling people have about you, and a good identity is the set of things you do on purpose to shape that feeling. Every one of those things, the colours, the type, the tone, the imagery, sits downstream of a few decisions about who you are and who you are for. This brief is those decisions.

Fill it in honestly, in plain sentences, before anyone opens a design tool. It is genuinely the cheapest and most valuable step in the whole process, whether you go on to design your brand yourself or bring in a studio. Do not worry about sounding polished. Rough and true beats neat and vague every time.

HOW TO USE IT

Print it and write by hand, or type into a copy. Skip nothing, but do not agonise, first-instinct answers are usually the honest ones. Come back and refine after a night's sleep. When it is done, it becomes the reference every design decision is checked against.

Design comes surprisingly late. Get these six sections right and the visuals almost brief themselves.

01

The basics

Start with the plain facts.

No trick questions. Just get the obvious on paper first.

Business or project name

And any working names or spellings you are still deciding between.

In one sentence, what do you do?

Say it the way you would to a friend, not the way you would on a pitch deck.

How long have you been going, and where are you based?

What are you quietly proud of?

A result, a way of working, a thing customers say. It often becomes the heart of the brand.

02

Why you exist

The bit most briefs skip.

This is your positioning foundation. Worth slowing down for.

What problem do you actually solve for people?

Why did you start this, or why does it matter to you?

The honest version. It does not have to be noble, it has to be true.

If a happy customer described you to someone else, what would you love them to say?

03

Who it is for

You cannot speak to everyone.

A brand for busy parents should look and sound nothing like one for property developers. Get specific.

Describe your ideal customer.

Not demographics for the sake of it, their situation. What is going on in their life or business when they need you?

What are they worried about or frustrated by?

What are they really buying?

People rarely buy the thing. They buy time, status, relief, confidence, a good night's sleep.

04

Where you sit

How you differ, in their world.

You are not designing in a vacuum. Map the neighbours.

Name two or three businesses people might choose instead of you.

Direct competitors, or just others in the same mental bucket.

What makes you genuinely different?

Not “quality and service”, everyone says that. Something a competitor could not honestly claim.

What do you NOT want to be mistaken for?

Sometimes it is easier to say what you are not. It sharpens everything.

05

Personality & voice

How you should come across.

Pick a character and let it guide everything from copy to colour. Mark where you sit on each scale.

Warm, friendly				Formal, expert
Playful				Serious
Plain-spoken				Technical
Classic, established				Modern, challenger

Choose three or four words for your brand's personality.

If it were a person walking into a room, how would you describe them?

Name a brand (in any industry) whose style you admire, and why.

Admire, not copy. We are borrowing the feeling, not the look.

How do you want people to feel when they deal with you?

06

Practical & taste

Where it lives, and what you like.

The useful constraints, plus your gut reactions. Design tools last, remember.

Where will the brand show up?

Tick or list: website, social, print, signage, packaging, vehicle, uniforms, email, invoices...

Any hard requirements or things you must keep?

An existing name, a colour tied to your trade, a tagline, a logo you are attached to.

Colours, styles or looks you love.

Colours, styles or looks you cannot stand.

Just as useful. Saves everyone a wasted first round.

Anything else we should know?

Budget guardrails, a deadline, a big launch it needs to be ready for.

You're done. Now what?

If you filled this in properly, you are holding the most useful page in any branding project. Every visual decision, logo, palette, type, imagery, can now be checked against it: does this feel like the business we just described? That single question is what keeps a brand coherent instead of just pretty.

If you would like a hand turning it into a finished identity, that is exactly what we do. We are Initiate Digital, a small design and brand studio in Wexford working with businesses across Ireland and the UK. A good studio will always ask about your business, your customers and your goals before showing you anything pretty, and this brief is how that conversation starts.

WORK WITH US

Branding, identity systems and the guidelines that keep them consistent. See how we think at initiate.ie/design-branding.html, or send us your filled-in brief at initiate.ie/contact.html.

Version 1 · A working template, kept up to date. © Initiate Digital · initiate.ie