



WEB DESIGN PROJECT BRIEF

We are a female-owned creative and social agency based in Cape Town. We are an agency that strives to create meaningful connections between brands and their customers through creative solutions.

We specialize in a wide variety of creative services in order to be a one stop agency for our clients. From content creation to design.

We believe that every business should have a voice that resonates with their audience. Our goal is to help you create something original, authentic, and most importantly effective!

Company Name:

Contact's Name:

Contact's Position:

Contact Information:

1. COMPANY PROFILE

VALUES:

MISSION:

VISION:

2. PROJECT OVERVIEW

NEW WEBSITE / REDESIGN?

EXPECTED DELIVERABLES:

tone / voice:

KEY FUNCTIONALITIES:

3. PROJECT GOALS

4. Target Audience

AGE:

GENDER:

VALUES:

ADDITIONAL INFORMATION:

5. DESIGN REQUIREMENTS

SHOULD SPECIFIC FONTS BE USED (IF YES, PLEASE EXPLAIN) OR EMAIL US THE FONT ALONG WITH THE BRIEF:

DESIGN IDEAS YOU LIKE (PLEASE PROVIDE URL LINKS WHERE POSSIBLE):

IS THERE A SPECIFIC COLOUR PALETTE YOU WOULD LIKE TO STICK TO? PLEASE SUPPLY HEX CODES.

IS THERE ANYTHING ELSE ABOUT THE DESIGN THAT YOU WOULD LIKE TO MENTION?

6. WEB DESIGN BUDGET

IF THERE IS A SPECIFIC BUDGET, PLEASE LET US KNOW

7. HOSTING & MAINTENANCE

WE OFFER MONTHLY HOSTING AND MAINTENANCE, IS THIS SOMETHING YOU REQUIRE?

8. ADDITIONAL

KINDLY SUPPLY US WITH ANY ADDITIONAL INFORMATION



THANK YOU