

DATE _____

CLIENT _____

BRAND _____

CONTACT _____

JOB DESCRIPTION _____

What is the background / overview?

What specifically are the objectives of the website?

Who is the target audience? How do they think, feel?

Are you selling a product or service if so what?

What is the key message you wish to communicate?

What is the secondary message?

WEBSITE BRIEF

What you want and what you need for your website.

Graphic Cafe

