



Web design brief

[Title]

This is an example of how a design brief can look, but you can also use your own template. If you don't have all the answers, just leave the fields blank. If we need more information, your Account Manager will ask you specifically.



Design work

To create web designs, we like to get a feeling for what your client likes, what content should go on the site and learn more about its future visitors.

01 Assets

If you have wireframes, logos and/or images that you want us to integrate in the designs, please list them here. The best way to send us the assets (PSD's, Wireframes, content, etc.) is to share a folder on Google Drive or Dropbox. If you don't use these services you can send the files to your Account Manager using [WeTransfer](#).

1. Logo
2. Photos
3. Site map
4. Content

02 What are **websites** you really like?

- ...
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03 Questions about the **home page**

1. Do you want a home page slideshow?

- ...

2. What are the major “calls to action” on the home page?

- ...

3. Do you like the long form home page with a series of “rows” or do you want a more traditional home page?

- ...