

Design brief

Fill it in at your own pace and send it to hello@aphrodi.pl. You do not have to answer every question: an empty field is information too, and we will ask about it in a call.



01

Company and brand

Without this we do not know what we are designing. Two sentences are enough.

Company or brand name

Exactly as it should appear in the design.

What does the company do?

One or two sentences, the way you would tell a customer.

How are you different from competitors?

Price, quality, service, specialisation, history. Be specific, not a slogan.

02

Audience

A design for parents of toddlers looks different from one for site managers.

Who buys your products or services?

Age, industry, the situation in which they look for you.

Where do customers see your brand most often?

A sign, website, Instagram, packaging on a shelf, a PDF proposal, a company van.

03

The project

A list of items and where they will be used lets us give an exact price instead of a range.

What should be created?

For example a logo, business cards and post templates, or a website design of up to 10 pages.

What do you already have?

An old logo, colours, photos, copy, a website. A list is enough.

Technical requirements

Dimensions, printer, store platform, video format, print deadlines.

04

Competitors and inspiration

Links say more than adjectives. Everyone understands the word modern differently.

Three to five competitors

Names or links to the sites customers compare you with.

Brands or designs you like

Links and one sentence on what exactly you like.

What do you definitely not want?

Colours, styles, associations. Just as valuable as inspiration.

Budget and deadline

A budget does not raise the price. It helps us pick a scope that fits it.

Rough budget

An amount or a net range. You can also say you do not know yet.

Deadline

The date you need the files and whether it is fixed, for example a trade fair or a launch.

Once we receive the brief, we reply within 24 hours on business days, with a quote or a few questions.

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