



Let's Build Something That Lasts

A branding project starts here.

Client name: _____

Date: _____

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BEFORE WE BEGIN



This is the foundation everything else is built on

Before we design a single pixel, we need to understand your business inside and out. The more honest and detailed your answers, the stronger the final result will be — so take your time with it. There are no wrong answers here, only missing ones.

This briefing is organized into four parts: Brand Foundations, Audience & Market, Creative Direction, and Scope & Logistics. Fill in what you can — we'll fill the gaps together in our kickoff call.

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1. Brand Foundations



Name of the business

Mission

What is the reason of the existence of your business?

Story of the business

How did it start? What's the origin behind it?

Vision

Where do you want to be in 2, 5 and 10 years?

Business References

Brands you admire — even outside your category

Values

What are the values that you follow? (sustainable, cost-effective, no prejudice...)

2. Audience & Market



Target audience

Genre, age, location, habits, financial resources...

Price range comparing to

What is the reason of the existence of your business?

Persona

Who is your ideal customer?

Unique Selling Proposition

Why should customers choose you?

Section of the market it belongs to

Choose one:

- Finance
- Consumer Goods
- Industrials
- Energy
- Utilities
- Materials
- Real Estate
- Communication Services

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3. Creative Direction

Personality of the business

Brand archetype, if known

Visual references/Moodboard inspiration

Optional

Anything you definitely don't want



4. Scope & Logistics



Deliverables

Deadline

Budget



Thank you for trusting me

Once I receive this, I'll review everything and follow up with any clarifying questions before we move into strategy.



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