

# KATCH

DESIGN KLUB

## Design Brief

*A clear brief sets the tone. The better the input, the better the outcome.*

BRAND NAME

PROJECT NAME

REQUESTED BY

### 01 What are we making?

#### Describe the deliverable

*e.g. A set of 3 Instagram posts and 2 stories for our June product launch*

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#### What problem does this design solve?

*e.g. Drive awareness and clicks among a new audience — success = 15% uplift in link clicks*

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### 02 What's the goal?

#### Primary goal of this design

*e.g. Increase event signups, drive traffic, build brand awareness*

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#### How will we know it worked?

*e.g. Click-through rate, signups, qualitative feedback from the team*

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03

## Who is the audience?

### Who will see this design?

*e.g. Women 28–45, urban professionals, interested in sustainability and wellness*

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### Where will they see it?

*e.g. Instagram feed (mobile-first), printed A3 poster in-store, email newsletter*

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04

## Tone & references

### How should this feel?

*e.g. Warm, confident, premium — think Patagonia meets The Row*

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### Visual References

*Paste links or attach a mood board — include what to avoid too*

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05

## Specs & assets

### Required sizes & formats

*e.g. 1080×1080px PNG for feed, 1080×1920px for stories, PDF for print*

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### Copy / text for the Deliverables

*This can be a rough but necessary for the base of the design*

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## Brand Assets

*Links or state if it's attached to the email*

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## 06 Timeline

DEADLINE

BUDGET

### Anything to avoid?

*Competitors, colour combos, styles, clichés, or anything off-brand*

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### Anything else I should know?

*Extra context, related projects, stakeholder notes, special requirements*

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### Before you send — quick check

- ☐ Described the deliverable clearly
- ☐ Explained the goal & how success will be measured
- ☐ Included visual references or a mood board
- ☐ Listed all required sizes and file formats
- ☐ Attached brand assets (logo, colours, fonts)
- ☐ Included all copy that will appear in the design
- ☐ Set a clear, reasonable deadline