

Nixtone Design Brief Template for Clients

Thank you for choosing Nixtone for your design needs! Please fill out this brief as thoroughly as possible. The more details you provide, the better we can tailor our work to your vision.

Email the completed brief to nixtoneagency@gmail.com. If you have questions, feel free to reach out!

1. Your Information

- **Name:**
- **Business Name:**
- **Email:**
- **Phone Number:**
- **Website (if applicable):**

2. Project Overview

- **Project Name/Title:** (e.g., "Website Redesign for XYZ Corp")
- **Project Description:** (Briefly describe what you need—e.g., website design, product mockups, branding assets.)
- **Primary Goal:** (What do you want to achieve? e.g., increase sales, showcase a product, build brand awareness.)
- **How many pages would you like on your website?:**
- **Have you got any page names you would like me to use?**
- **Deadline:** (When do you need this completed by?)

3. Target Audience

- **Who is your audience?:** (e.g., age, gender, profession, interests—be specific.)
- **What does your audience value?:** (e.g., simplicity, luxury, affordability, innovation.)
- **How should they feel when visiting your website?:** (e.g., inspired, trusting, excited.)

4. Design Preferences

- **Style:** (e.g., modern, minimalist, vintage, digital art, bold, subtle.)
- **Color Palette:** (e.g., specific colors, mood—bright, muted, corporate, etc.)
- **Typography:** (e.g., font preferences—clean sans-serif, elegant serif, playful handwritten.)
- **Examples:** (Provide links or names of designs/websites you like and explain why.)

- **Elements to Avoid:** (e.g., no neon colors, no cartoonish fonts.)

6. Content Details

- **Existing Materials:** (Do you have a logo, images, or text to include? If yes, please attach or describe.)
- **Copy/Text:** (Who will provide the content—e.g., "I'll supply it," "Please create it," or "N/A"?)
- **Key Messages:** (e.g., "Secure payments with Stripe," "Premium plans for all.")

8. Inspiration & Competitors

- **Competitors:** (List 1–3 competitors and their websites—what do you like/dislike about their designs?)
- **Inspiration:** (Share links, images, or ideas that inspire you—e.g., "I love Tesla's sleek look.")

10. Additional Notes

- **Anything Else?:** (Add any other details, constraints, or preferences we should know.)
- **Attachments:** (Include any files—logos, sketches, etc.—or note where to find them.)