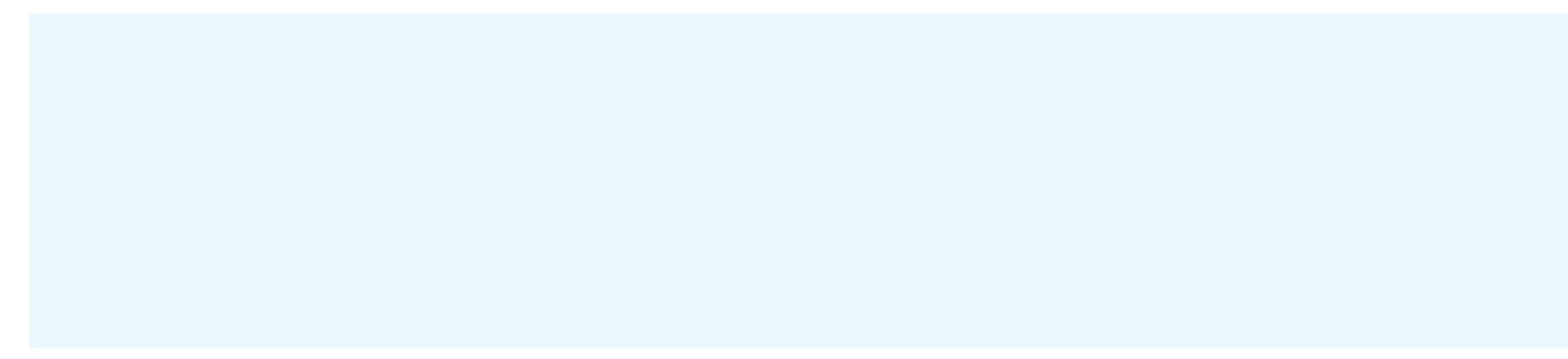


Client company name: Industry sector: Client contact details:

Background that has led to this design brief... (TP)

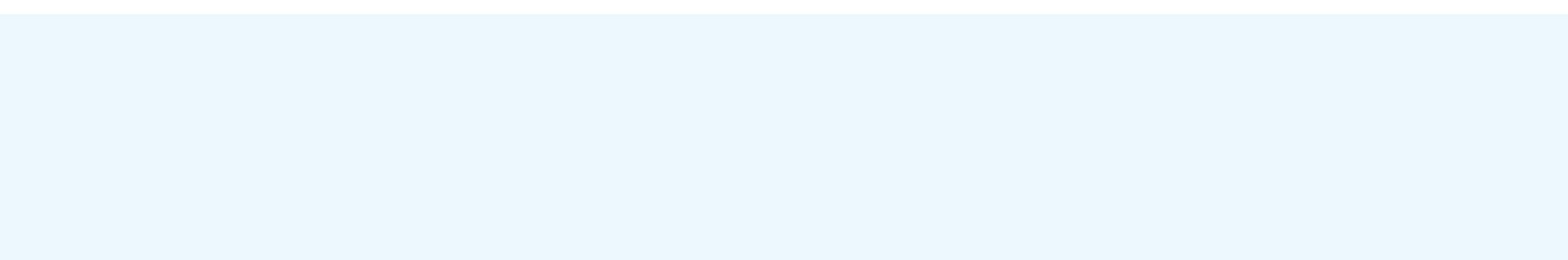


What is the clients unique selling proposition? (TIP)

Who are the clients key competitors? (TIP)

Who is the target audience for the project? (TIP)









What are the "NON NEGOTIABLE" elements of the design? (TIP)





Specifications of items required (TIP)







Prepared by:

Date:

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