

SECTION 01

Business and project

A clear starting point for identity, design and digital work.

Complete the fields that apply to your project. Clear answers help Studio S understand the business, define the right scope and prepare a useful creative direction.

01 / BUSINESS

Business or project name

Primary contact

Email / phone

Website or social channels

Describe the business, what you offer, and where the brand or business stands today.

Current situation

☐ New launch

☐ Brand refresh

☐ Expansion

☐ Defined design need

02 / PROJECT

What do you need Studio S to create?

Why now? What has changed or created the need?

What business result should this work support?

SECTION 02

Audience and deliverables

03 / AUDIENCE

Who needs to respond to this work?

What should they understand, feel or do?

04 / DELIVERABLES

Select what you expect to need

- | | |
|--|--|
| ☐ Brand identity | ☐ Logo or wordmark |
| ☐ Website or landing page | ☐ Menu design |
| ☐ Presentation or deck | ☐ Social media assets |
| ☐ Marketing collateral | ☐ Image enhancement |
| ☐ Other | |

05 / CONTENT AND ASSETS

What already exists? Include copy, logos, photography and brand files.

Required languages

Who supplies photography / images?

Who supplies final copy?

SECTION 03

Creative direction

06 / DIRECTION

Three words that should define the finished work

Describe the visual character you want

References or links that help explain your taste

What should Studio S avoid?

Competitors or peers the project should sit beside

07 / HOSPITALITY CONTEXT, IF RELEVANT

Venue or concept type

Primary guest occasion

Operational, menu or physical constraints that affect the design

SECTION 04

Delivery and approval

08 / DELIVERY

Target launch or delivery date

Working budget range

Key milestones or immovable dates

Final decision maker

People involved in review

How will feedback and approval be handled?

Required final formats or applications

09 / FINAL NOTES

Anything else Studio S should understand before the first conversation?

Send the completed brief to mrahman@studiosconsulting.com