

Design Briefs



**I've come up with the
briefs, so you can spend
more time designing!**

The perfect way to add to your portfolio
and attract paying clients!





BRIEF 01

Funky Frames

ABOUT

Funky Frames create unique, quirky shaped mirror frames that are perfect for adding spice to your room! The colourful mirrors will keep you smiling all day long!

DELIVERABLES

- ✓ Primary Logo
- ✓ Logo Variation
- ✓ Colour Palette
- ✓ Thank You Card
- ✓ Brand Pattern
- ✓ Plus any extras



BRIEF 02

Surely Nut

ABOUT

Surely Nut are a Peanut Butter brand with a taste like no other. They're known best for their delicious, unique flavours. They now need a brand identity to fit with their growth.

DELIVERABLES

- ✓ Primary Logo
- ✓ Logo Variation
- ✓ Logomark
- ✓ Colour Palette
- ✓ Peanut Butter Jar Label
- ✓ Plus any extras



BRIEF 03

Grated

ABOUT

Grated are a vegan cheese business that don't compromise on quality & flavour. They're on a mission to become the tastiest cheese alternative in the world & need branding to match.

DELIVERABLES

- ✓ Primary Logo
- ✓ Logo Variation
- ✓ Colour Palette
- ✓ Thank You Card
- ✓ Brand Pattern
- ✓ Plus any extras



BRIEF 04

Friendly Faces

ABOUT

Friendly Faces are a social networking app with an aim of bringing like-minded, local people together. Their aim is to build new friendships that can last a lifetime.

DELIVERABLES

- ✓ Primary Logo
- ✓ Logo Variation
- ✓ Colour Palette
- ✓ Relevant Mockups
- ✓ App Homepage Design
- ✓ Plus any extras



BRIEF 05

Lickies

ABOUT

Lickies is the to-go ice cream brand for dogs. They offer 20 fun, healthy flavours that will have your pooch zooming. They have outdated branding & need a refresh!

DELIVERABLES

- ✓ Primary Logo
- ✓ Logo Variation
- ✓ Logomark
- ✓ Ice Cream Tub Mockups
- ✓ Ice Cream Flavour Names
- ✓ Plus any extras



BRIEF 06

Chumble

ABOUT

Chumble is a sugar free chewing gum brand that's exploding with flavours! They're a start up business looking for a brand identity that will set them apart from the competition!

DELIVERABLES

- ✓ Primary Logo
- ✓ Logo Variation
- ✓ Colour Palette
- ✓ Chewing Gum Packaging
- ✓ Tagline
- ✓ Plus any extras





BRIEF 07

Dead Sour

ABOUT

Dead Sour is a mouth-watering sweet business. They offer a huge range of extremely sour sweets! Their current branding is outdated & they'd like to relaunch alongside their new range of sweets!

DELIVERABLES

- ✓ Primary Logo
- ✓ Logo Variation
- ✓ Colour Palette
- ✓ Sweet Bag Packaging
- ✓ Sweet Bag Name
- ✓ Plus any extras



BRIEF 08

In A Pickle

ABOUT

In A Pickle sell fun flavoured pickles! They're expanding their pickle jar range with some exciting new flavours and are looking for a complete overhaul of their branding & packaging.

DELIVERABLES

- ✓ Primary Logo
- ✓ Logo Variation
- ✓ Logomark
- ✓ Jar Label Design
- ✓ Pickle Jar Flavours
- ✓ Plus any extras



BRIEF 09

Foamo

ABOUT

Foamo sell foaming gel body wash that is bursting with fruity scents! They aim to maximise your bathing experience by making each one super indulgent when using their products!

DELIVERABLES

- ✓ Primary Logo
- ✓ Logo Variation
- ✓ Colour Palette
- ✓ Body Wash Packaging
- ✓ Thank You for Ordering Card
- ✓ Plus any extras



BRIEF 10

Wags & Wheels

ABOUT

Wags & Wheels create custom wheels & assisting products for dogs with disabilities. Their products allow dogs to live fun, fulfilled lives. They need a rebrand to align with their biz!

DELIVERABLES

- ✓ Primary Logo
- ✓ Logo Variation
- ✓ Colour Palette
- ✓ Web Homepage Mockup
- ✓ Promotional Flyer
- ✓ Plus any extras

BRIEF 11

LIT

ABOUT

LIT is a vibrant business that crafts custom-made led lights to funk up your space. Their current branding is dim which is a stark contrast to their cool products so they need your help!

DELIVERABLES

- ✓ Primary Logo
- ✓ Logo Variation
- ✓ Logomark
- ✓ Thank You Card
- ✓ Brand Pattern
- ✓ Plus any extras



BRIEF 12

Milleniland

ABOUT

Milleniland is a 90's inspired theme park filled with pop culture, game-inspired rides, 90's thrift shops, events and food. They're new & need branding that speaks to their audience.

DELIVERABLES

- ✓ Primary Logo
- ✓ Logo Variation
- ✓ Colour Palette
- ✓ Entry Ticket
- ✓ Food Packaging
- ✓ Plus any extras

BRIEF 13

Spilt Milk

ABOUT

Spilt Milk is an advice podcast that encourages open chats about the worries that everyday people face. Their DIY branding just isn't hitting the mark so they need your help!

DELIVERABLES

- ✓ Primary Logo
- ✓ Logo Variation
- ✓ Colour Palette
- ✓ Podcast Cover
- ✓ Promotional Poster
- ✓ Plus any extras



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BRIEF 14

Pots & Pieces

ABOUT

Pots & Pieces are a forward thinking, sustainability driven pottery company that breathe new life into old works and broken pieces. They need help with crafting a fab brand!

DELIVERABLES

- ✓ Primary Logo
- ✓ Logo Variation
- ✓ Logomark
- ✓ Gift Voucher
- ✓ Social Media Templates-
- ✓ Plus any extras

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BRIEF 15

Stomazing

ABOUT

Stomazing is a fun and fresh business that crafts quirky stoma bag covers for incredible people that have undergone colostomy surgery. They need branding to match their vibrant personality!

DELIVERABLES

- ✓ Primary Logo
- ✓ Logo Variation
- ✓ Colour Palette
- ✓ Product Pattern
- ✓ Packaging
- ✓ Plus any extras

BRIEF 16

Tabbies Tree

ABOUT

Tabbies Tree create the cutest cat furniture that will leave your feline friends feeling extra fancy! Their products are super colourful & they need branding that aligns with that!

DELIVERABLES

- ✓ Primary Logo
- ✓ Logo Variation
- ✓ Colour Palette
- ✓ Product Care Card
- ✓ Brand Illustrations
- ✓ Plus any extras

BRIEF 17

RGBrie

ABOUT

RGBrie is a colour-blocking, digital artist. Her art is super popular within TV & Film but her branding is holding her back. She needs to transition from basic to extraordinary!

DELIVERABLES

- ✓ Primary Logo
- ✓ Logo Variation
- ✓ Logomark
- ✓ Business Cards
- ✓ Web Homepage
- ✓ Plus any extras

BRIEF 18

Celestial

ABOUT

Celestial is a couples photographer who photographs the romantic moments next to heavenly landscapes. They need a beautiful visual identity that let's people know who they are.

DELIVERABLES

- ✓ Primary Logo
- ✓ Logo Variation
- ✓ Colour Palette
- ✓ Promotional Flyer
- ✓ Foiled Business Card
- ✓ Plus any extras

What are you waiting for?!

1. Choose a Brief

2. Start designing

**3. Add the new work
to your portfolio**

**4. Start attracting the
right sort of clients!**
