



Design by Pie
MAKING GREAT DESIGN *Accessible to All*

PIE'S CREATIVE BRIEF

This creative brief helps us get to the heart of your business, your audience, and how your brand should look, sound, and show up in the world.

We'll cover:

- **Your business and what makes it special**
- **Your customers and competitors**
- **Your brand personality, voice, and values**
- **Your visual style**
- **Your marketing goals and channels**



Why Pie asks these questions:

Great design starts with understanding you, not just what your business does, but where you're heading and what really matters to you.

This brief helps Pie learn about your goals, your audience, and your aspirations for your brand. Completed, it gives Pie insight into how you want to be perceived, what makes your business unique, and how design can best support your growth.

Your answers guide every part of the design process, from strategy and creative direction through to the final visuals, so we're not just creating something that looks good, but something that truly fits, works, and feels right for **you** and **your customers**.

There are no right or wrong answers here. Just be honest and open. Don't over-think it, the more clearly Pie understands you, the better, together, we can **create great designs** with **intention**.

This creative brief is editable, so you can complete it using **Adobe Acrobat** (or similar) save it, and email it back to Pie at: **info@designbypie.net**



About you

Before we dive into the creative brief, we'd love to grab a few details so we know who we're chatting with and how to best stay in touch.

Your full name:

Email address:

Phone:

Your business

Business name:

Website: (If you have one)

Social Media links:

A little extra:

How did you hear about Design by Pie? (Optional)



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Defining your brand Your Business

Let's start with the basics. A clear foundation helps your brand grow with confidence.

In 20 words or less, tell us what you do.

What product or service do you offer?

What industry do you operate in?

Your Customers

Great brands are built with real people in mind.

Who are your current or future customers? (Think age, location, occupation, lifestyle.)

What do they value most? For example: price, quality, flexibility, great service.

What do they want from your brand? Tip: Use social media insights, surveys, or simple conversations...



Brand personality and voice

Brand Personality

Choose five words that feel like you. For example: friendly, thoughtful, bold, calm, playful.

Brand Values

What matters to your business?

What motivates you to keep going?

What beliefs guide your decisions?

How do your values support your customers' needs?

Brand Voice

How do you speak to your audience? Is your tone: Warm and professional? Informative and fun? Friendly and upbeat? Calm and capable? Think about how you sound across your website, socials, emails, and signage.



standing out

Your Competition

Who are your top three competitors?

1

2

3

For each one:

One thing you like about their offering or messaging

One thing you don't

1

2

3

One thing you like about their visual style

One thing you don't

1

2

3

Your Point Of Difference

What sets you apart? This might be: Pricing, knowledge or expertise, product quality or features, your story, customer experience, design or convenience



Designing your brand

Your Visual Style

Your design should reflect your values, personality, and voice.

Be assured: You don't need to be a designer to complete this part of the brief!

Any design-specific questions are optional if you're unsure, simply leave them blank.

(Pie will use your answers as a guide, not a test, and will help shape the final design direction with you.)

How would you describe your overall aesthetic? Tip: explore different styles and note what feels right for your brand (attach any visuals you may have and send them when you send your completed brief).

What shapes feel most like you? Eg: Soft and rounded/friendly and inviting. Sharp and angular/confident and strong. Vertical/established and powerful. Horizontal/calm and reassuring.

Logo

How should your logo feel? Modern or classic? Playful or refined? Organic or geometric? Luxurious or approachable?

Fonts

Which font styles suit your brand best? Eg: Serif: classic and trustworthy, Sans-serif: clean and modern, Script: expressive and elegant



Marketing and growth

Community

Where does your audience spend their time (online or in person)?

List 10–15 people who could be your first supporters Eg: People who'd happily share, follow, or recommend your brand.

Business Goals

What's one clear, achievable goal for the next 12 months?

What are five key things you want customers to know, feel, or experience before they buy?

Marketing Channels

How will you reach your audience and your goal? Eg: Website, social media, email, paid campaigns, print, collaborations or referrals?

Adding Value

List five ways you can enrich your customers' experience. Eg: With helpful, inspiring, or enjoyable content.



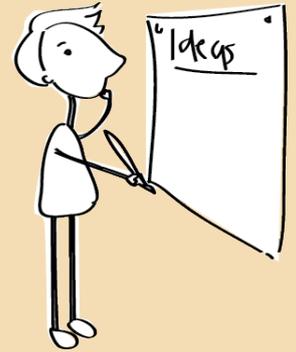
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Brand summary

Pulling It All Together

Complete this section to create a clear snapshot of your brand,
perfect for pitches, content checks, or design briefs.



For example:

We are a **[business type]** in the **[industry]** industry. Our brand is **[values + personality]**, and we speak to our audience in a **[brand voice]** way. What sets us apart is **[point of difference]**. Our typical customer is **[age/location/values]**, and we connect with them through **[channels]**. Visually, our brand feels **[look and feel]**, using **[colours, fonts, shapes]** to bring it to life.

Anything else you'd like Pie to know before we get started?

Thank you for taking the time to fill this creative brief in.
I'll look forward to receiving it!

If you have any questions please don't hesitate to get in touch...

Pie xx