

teamtown

Unlock Creativity and Clarity for Your Design Projects

Playbook –



Hi! I'm Alex Stewart, Co-founder of Teamtown. I've spent nearly all of my career working with designers. Let me tell you — I've seen it all.

I spent far too long providing loose, poorly defined instructions to the designers I worked with. I'd tell myself "They're creative, they'll figure it out", only to be left confused when what I requested ended up looking nothing like what I imagined. I'd blame the designers all day long, but I still nothing would change. I'd provide what I thought were clearer instructions, but the designs I got back still fell short.

Still, I continued to blame designers instead of looking at the internal processes I was making them deal with. Until one day, it dawned on me: I'm providing instructions in the way I would want them, but how do the designers want them? We speak different professional languages, how can I make it inclusive of theirs?

That's when I started holding interview after interview with designers, trying to unlock the perfect design brief so that in turn, I could unlock the perfect designs.

And that's what I did. Nowadays my design subscription handles hundreds of requests a day in a perfectly organized fashion.

Now, I'm sharing my hours of research and implementation with you.

At the end, there will be a printable and shareable template without all the additional text. Anyone on your team can easily use that to create a design brief, even with 0 design experience. Pass it around and watch your DesignOps productivity improve.

Let's dive in.

The Playbook

The Design Brief playbook is a powerful tool that helps you articulate your design requirements and guide designers in bringing your vision to life. By using this playbook, you can provide clear direction, define project goals, and ensure that designers have all the necessary information to create outstanding designs.



Project Overview

SUMMARY: Provide an overview of the project and its context. This section helps designers understand the purpose, audience, and scope of the design project. *It's important to be clear* here, as to ensure nothing gets lost in translation. Don't be afraid to spend time getting down to the details, spending time on the brief now will save you more time down the road.

KEY ELEMENTS: Project description, target audience, project scope.

Project description

Target Audience

Design Objectives

SUMMARY: Clearly define the objectives and goals of the design project. What do you want to achieve through the design? This section ensures that designers have a clear understanding of the desired outcomes.

By making the outcomes clear, all stakeholders are able to align on the ideal path to reach that outcome.

KEY ELEMENTS: Design objectives, goals, desired outcomes.


Design Objectives

Goals

Desired Outcomes

Brand Guidelines and Visual Identity

SUMMARY: Communicate your brand's guidelines and visual identity elements to ensure design consistency. This section helps designers align their work with your brand's personality, style, and tone.

Your brand guidelines should be readily available in a PDF booklet format. If you don't have one, there are **graphic design services**  that can take care of that for you.

KEY ELEMENTS YOUR BRAND GUIDE SHOULD INCLUDE:

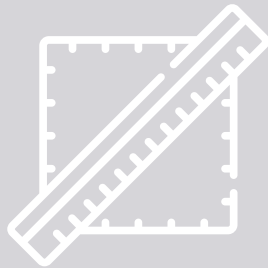
Brand guidelines, logo usage, colour palette, typography, imagery style.



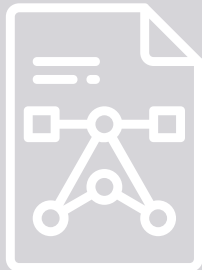
Design Specifications

SUMMARY: Outline specific design specifications such as dimensions, formats, and file requirements. This section provides designers with technical details to create designs that meet your project's needs.

KEY ELEMENTS: Design dimensions, formats.



Design Dimensions



Formats/Filetypes needed:

Content and Messaging

SUMMARY: Provide the content and messaging that should be incorporated into the design. This section ensures that designers have the necessary information to create designs that effectively convey your message.

KEY ELEMENTS: Key messages, copy, headlines, supporting text.

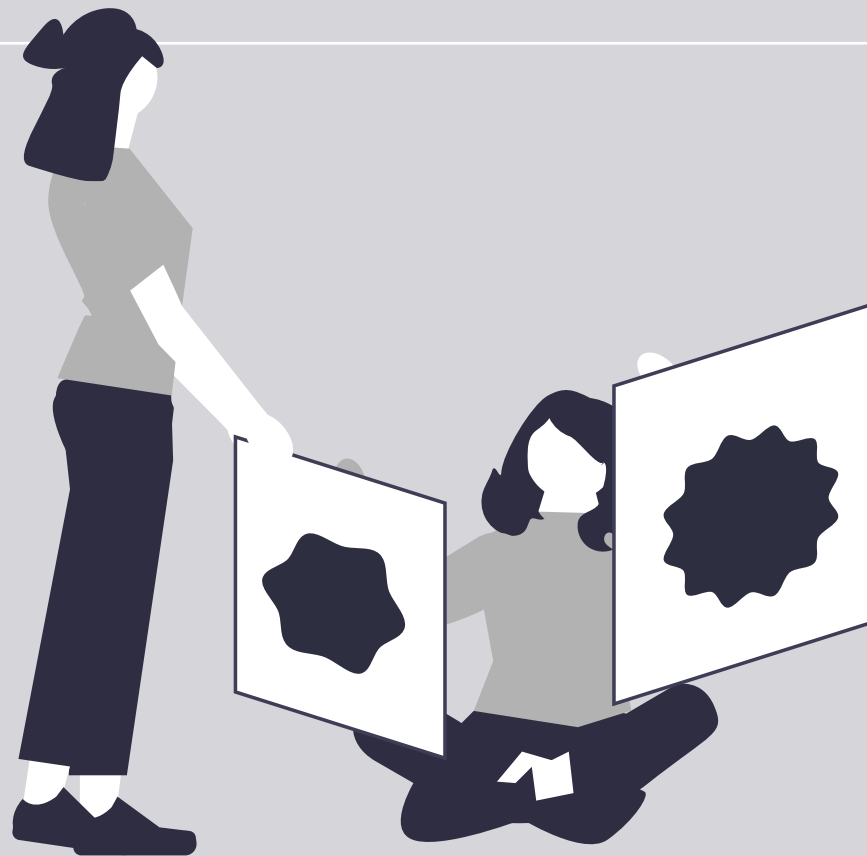
Key messages

Copy, headlines, & supporting text

Visual Inspiration

SUMMARY: Share visual references, mood boards, or examples that inspire the desired look and feel of the design. Everyone has a different style preference. Even the most creative designer may not be able to understand yours. This section helps designers capture the essence of your vision and create designs that align with your expectations.

KEY ELEMENTS: Visual references, mood boards, design examples.



Visual References

Mood Boards

Design Examples


Conclusion

With this Design Brief playbook, you can unlock a new level of creativity and clarity for your design projects. By providing clear direction, defining project goals, and sharing essential information, you empower designers to bring your vision to life. Use this playbook to articulate your design requirements and collaborate effectively with designers to achieve remarkable results.



Here's a template without all the additional text.

You can provide this to anyone on your team so that they can submit well-organized and clearly-defined design requests, even with 0 design experience: [\(Download for free\)](#)



I've implemented this process and 100's more in my design subscription service, Teamtown.

When you use Teamtown, you can rest assured that all these processes are already working smoothly in the background.

Ready to automatically improve your DesignOps with a flat-rate design subscription backed by 100's of proven processes?

Book an intro call ✨
with me personally and let's chat.

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