COBANNER.

cobanner.com · hello@cobanner.com

Banner Design Brief Template

Fill in one page, and your designer can start with the right idea.

Business name and website: _____

What the banner promotes: _____

Target audience: _____

The one message: _____

Call to action (button or line): _____

Where it will appear

Platforms and sizes: _____

Print size (if any): _____

Viewing distance: _____

Needs animation? Yes / No: _____

Brand

Logo file available?: _____

Colors and fonts: _____

Tone of voice: _____

Images to use: _____

Text on the banner

Headline: _____

Supporting line: _____

Offer or date: _____

Legal text (if required): _____

Style

Banners we like (links): _____

Banners we dislike: _____

Competitors: _____

Anything to avoid: _____

Practical

Deadline: _____

Budget range: _____

Who approves: _____

Email and phone: _____

Send your completed brief to hello@cobanner.com. Custom banner design: cobanner.com/buy/custom-banner-design/