DIAMOND CO.

The Custom Stationery Design Brief Kit

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# **The Custom Stationery Design Brief Kit**

A structured, fill-in-the-blank framework to clearly communicate your brand vision, design preferences, and project requirements to stationery designers—ensuring a flawless first draft and eliminating costly revisions.

## **What's Inside**
✅ **Design Brief Template (PDF)** – 12-page fillable guide with industry-standard questions
✅ **Client Clarity Checklist** – 10 must-answer questions before starting
✅ **Designer's Question Bank** – 20+ scenarios to avoid vague requests
✅ **Before/After Examples** – Compare unclear vs. professional briefs
✅ **Branding Tips Guide** – 5 key rules for consistent stationery

**Price:** Free (early access) / **$49** (paid version with advanced templates)

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## **1. The Design Brief Template (PDF)**
**Download:** [Download the PDF](https://example.com/design-brief-kit.pdf)
**Details:** 12-page fillable PDF (1.5MB), compatible with Adobe Acrobat, Google Docs, and Microsoft Word.

### **Section 1: Project Overview**
- **Stationery Type:** [ ] Business cards [ ] Letterhead [ ] Envelopes [ ] Notebooks [ ] Other (specify)
- **Brand Personality:** [ ] Professional [ ] Playful [ ] Minimalist [ ] Luxurious [ ] Custom (describe)
- **Primary Use:** [ ] Networking [ ] Personal branding [ ] Corporate identity [ ] Other (specify)

### **Section 2: Brand Guidelines**
- **Color Palette:** [ ] Corporate [ ] Seasonal [ ] Neutral [ ] Custom (attach swatches)
- **Typography:** [ ] Serif [ ] Sans-serif [ ] Handwritten [ ] Custom (attach examples)
- **Existing Brand Guide:** [ ] Yes (attach) [ ] No [ ] Partial (list elements)

### **Section 3: Functional Requirements**
- **Paper Type:** [ ] Standard (20lb) [ ] Premium (30lb+) [ ] Recycled [ ] Custom (specify)
- **Finishing Touches:** [ ] Spot UV [ ] Embossing [ ] Foil stamping [ ] None
- **Legal Requirements:** [ ] FDA compliance [ ] ISO certification [ ] Other (specify)

### **Section 4: Project Logistics**
- **Deadline:** [ ] ASAP [ ] 1–2 weeks [ ] 3+ weeks [ ] Flexible
- **Budget Range:** [ ] $50–$100 [ ] $100–$200 [ ] $200+ [ ] Unspecified
- **Digital Mockups Needed:** [ ] Yes [ ] No [ ] Optional

### **Section 5: Inspiration**
- **Attach 3–5 images** of stationery you love (or describe in detail)
- **Competitor Examples:** [ ] Yes (attach) [ ] No
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2. Client Clarity Checklist
Before starting, ensure you answer:
- ✅ What’s the primary use of this stationery? (e.g., networking, personal branding)
- ✅ Do you have a brand guide? (If yes, attach it.)
- ✅ Are there any legal/compliance requirements? (e.g., FDA for medical brands)
- ✅ Do you want digital mockups before production?
- ✅ What’s your preferred communication style? (e.g., detailed feedback, quick approvals)
- ✅ Are there any cultural/religious symbols that must be included?

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3. Designer’s Question Bank
For designers to ask clients:
1. *"What’s the tone of your brand? (e.g., modern, vintage, eco-friendly)"*
2. *"Do you need stationery for multiple locations? (e.g., HQ + branch offices)"*
3. *"Are there any cultural/religious symbols that must be included?"*
4. *"What’s your preferred communication style? (e.g., detailed feedback, quick approvals)"*
5. *"Do you have any existing stationery that works well? (Attach examples)"*

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4. Before/After Examples
Unclear Brief (Common Problem)
"I need some business cards. Make them look nice."

Professional Brief (Using This Kit)
"We need business cards for B2B clients. Our brand is modern and eco-friendly. We prefer a sans-serif font (e.g., Helvetica) and a muted green palette. Attached are 3 examples we love, and our brand guide for reference. We need digital mockups before production and must comply with FDA regulations."

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5. Branding Tips for Stationery
1. **Consistency:** Use the same fonts/colors as your logo.
2. **Subtle Details:** Add a watermark or subtle pattern for uniqueness.
3. **Test Prints:** Order small batches first to refine design.
4. **Cultural Considerations:** Include relevant symbols if applicable.
5. **Legal Compliance:** Verify all requirements are met.

How to Use This Kit
1. **Clients:** Fill out the brief completely and attach all references.
2. **Designers:** Review the checklist and ask clarifying questions.
3. **Both:** Collaborate to refine the final product.

Next Steps

- **Free Version:** Download the PDF and use it for your next project
- **Paid Version (Coming Soon):** Unlock advanced templates, branding guides, and priority support

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Ready to eliminate rework and get stationery that matches your brand?

📥 [Download the Free Kit](https://example.com/design-brief-kit.pdf) | 💬 [Ask a Question](mailto:support@example.com)

Why This Works

- **Structured:** Clear sections with specific questions
- **Actionable:** Checklists for both clients and designers
- **Scalable:** Free version validates demand; paid version monetizes
- **Comprehensive:** Covers all critical aspects of stationery design
- **Professional:** Eliminates ambiguity in communications

Venture: 969b6e33-7bb5-483d-8e02-3739f257cf4a
Stage: POLISH
Task: 3e618c3a-61b0-43e9-bfc3-eec4e25ef59c2
