Coffee & Candle

Packaging Design Brief Template

Fill in each part, then send it to your packaging designer or agency. Two or three pages is plenty.

Company and date

1. The business

Who you are, what you stand for, and where you want to be in two or three years

2. The product

What it is, what makes it different, the range, and any products coming later

3. The customer

Who buys it and who uses it, where and why they buy, what they buy instead

4. Market and competitors

Three to five competitors with links or photos, what you like and dislike about their packaging, where it will be sold

5. Brand and tone

Five words it is, five words it is never, and what you already have: logo, colours, fonts, guidelines

6. Objectives (ranked)

1 ... 2 ... 3 ...

7. Practical requirements

Formats, sizes, materials, quantities, budget per unit, printing and finishing, storage and shipping, sustainability goals

8. Must appear on pack

Ingredients, allergens, weights, warnings, certifications, recycling information, barcodes, legal text

9. Budget and timings

Design budget, rough production budget, key dates, who signs off and how fast

10. Deliverables

Concept routes and rounds of changes, print-ready artwork, cutter guides, range templates, mock-ups, help during print

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Want a hand with this? Book a free consultation or read the full guide at www.coffeeandcandle.com/blogs/packaging-design-brief-template.