

# The Styleframe Brief

A one-page-at-a-time brief that turns vague creative requests into a focused, signed-off styleframe project — before a single pixel ships.

PROJECT

CLIENT

DATE

## 1. Context

### ONE-SENTENCE PROJECT DESCRIPTION

*What is being made, for whom, by when. Plain language only.*

### BACKGROUND

*Why now? What changed? What is the audience already aware of?*

### THE SINGLE PROBLEM THIS STYLEFRAME SOLVES

*If you can't write it in one sentence, the brief is not ready.*

## 2. Audience and tone

### PRIMARY AUDIENCE

*Who sees this first. Be specific — role, channel, mindset.* **Art of Styleframe** — [artofstyleframe.com](http://artofstyleframe.com)

### SECONDARY AUDIENCE

*Stakeholders who will weigh in but are not the target.* **Page 2 of 4**

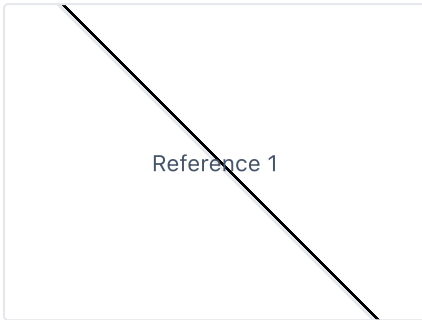
**THREE WORDS THAT DESCRIBE THE TONE**

**THREE WORDS THIS STYLEFRAME SHOULD NOT BE**

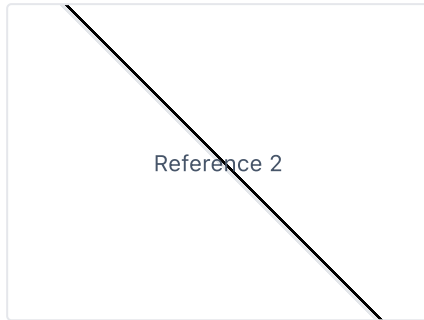
### 3. Mood and visual references

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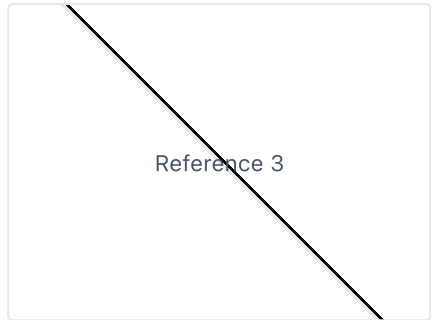
Drop or sketch six reference frames. Note what specifically you are pointing at — composition, light, palette, motion. Pointing at the whole frame is too vague.



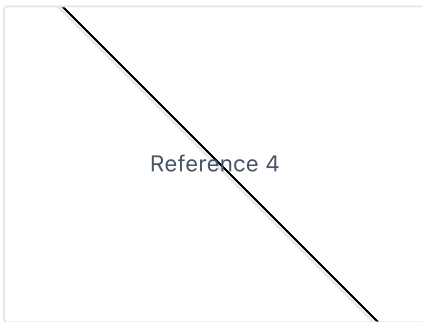
*What to borrow from this one*



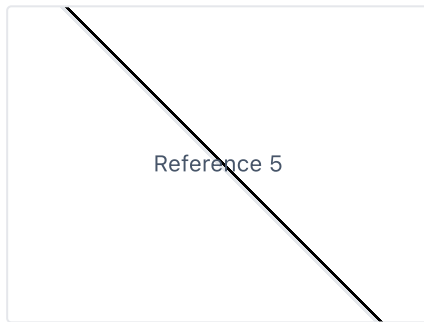
*What to borrow from this one*



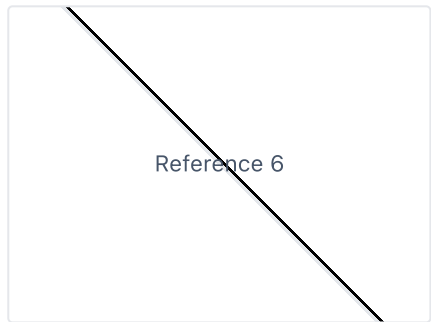
*What to borrow from this one*



*What to borrow from this one*



*What to borrow from this one*



*What to borrow from this one*

## 4. Color palette

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### PRIMARY PALETTE (5 SWATCHES MAX)

HEX	HEX	HEX	HEX	HEX
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### ACCENT PALETTE (3 SWATCHES MAX)

HEX	HEX	HEX
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### WHY THIS PALETTE? (ONE PARAGRAPH)

*If the answer is "client likes blue," go back to step 1.*

## 5. Typography

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DISPLAY / HEADLINES

\_\_\_\_\_  
Family, weight, intended size range

BODY / UI

\_\_\_\_\_  
Family, weight, intended size range

ONE PAIRING RULE

\_\_\_\_\_  
e.g. "Display weight matches body weight. Never display + light body."

## 6. Deliverables and milestones

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**01**

### Concept frames

Two or three styleframes exploring distinct directions. Low-fidelity, ideas-only.

Due: \_\_\_\_\_

**02**

### Direction lock

One direction chosen and refined. Color, type, composition decided.

Due: \_\_\_\_\_

**03**

### Final styleframes

Production-ready frames at delivery resolution. Spec sheet attached.

Due: \_\_\_\_\_

## 7. Feedback rules

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- Feedback is consolidated. One reviewer per round, written, in one document.
- Feedback references a specific frame number and a specific element.
- "Make it pop" is not feedback. Describe the desired feeling and a reference.
- Two rounds of revision are included. Round three triggers a change order.

### NOTES FOR THIS PROJECT

*Anything that overrides the default rules.*

## 8. Sign-off

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Both parties sign this brief before concept work begins. Scope changes after sign-off go through a change order.

\_\_\_\_\_  
Client signature and date

\_\_\_\_\_  
Designer signature and date