



Packaging Design Checklist & Creative Brief

Complete this one-page brief to help your Packaging Designer understand your product, goals, and constraints.
Clear information upfront leads to stronger concepts, faster timelines, and fewer revisions.

1. Product Overview

- ☐ Product name: _____
- ☐ What the product is and why it's unique: _____
- ☐ Key features or benefits: _____
- ☐ Desired look and feel (premium, fun, natural, minimal, etc.): _____

2. Objectives & Goals

- ☐ Stand out on shelf: _____
- ☐ Communicate product benefits clearly: _____
- ☐ Be easy to open and use: _____
- ☐ Encourage trial or impulse purchase: _____

3. Target Audience

- ☐ Age range and demographic details: _____
- ☐ Lifestyle, interests, or values: _____
- ☐ Visual preferences and pain points: _____

4. Brand Positioning & Messaging

- ☐ Logo files provided: _____
- ☐ Brand colors and fonts: _____
- ☐ Taglines or required messaging: _____
- ☐ Brand personality (playful, premium, bold, friendly, etc.): _____

5. Competitive Landscape

- ☐ Key competitors or reference products: _____
- ☐ Packaging styles you like: _____
- ☐ Packaging styles you want to avoid: _____

6. Design Requirements & Constraints

- ☐ Packaging type and approximate dimensions: _____
- ☐ Material or sustainability requirements: _____
- ☐ Required content (ingredients, instructions, warnings, barcode): _____
- ☐ Functional needs (resealable, child-friendly, easy-open): _____
- ☐ Aligns with brand guidelines: _____

7. Deliverables & Timeline

- ☐ Concept designs: _____
- ☐ Print-ready artwork: _____
- ☐ Mockups or 3D renders: _____
- ☐ Final deadline and milestones: _____

8. Budget

- ☐ Estimated design budget: _____
- ☐ Fixed or flexible budget range: _____

Artwork should follow dielines, including bleed, trim, and safe zones. All critical text and logos must remain within designated safe areas.