



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 die-lines, including bleed, trim, and safe zones. All critical text and logos must remain within designated safe areas.