Design project cheat sheet

1. Format
Specify the type of work you would like to receive.

2. Project name
Specify the name of the project.

3. Brief (+attach file)
Describe the design outcome you expect to see in as much detail as possible. Please include any specifics, preferences, or clarifications you may have. Outline the purpose of the project (e.g., print or digital format) and any layout preferences or details we should consider. Ideally, the brief should include:

- **Design goals and objectives**
  - What emotion or impression should the design evoke? (e.g., trust, innovation, fun)
  - What action do you want the customer to take after interacting with the design? (e.g., make a purchase, submit a form, remember the brand)

- **Specific design elements**
  - What design elements must be included? (e.g., logo, contact details, slogan)
  - Colors: Specify the colors you prefer and the ones to avoid.
  - Fonts: Do you prefer a certain font type? Please specify.
  - Graphic elements: Are illustrations, icons, or photos needed?

- **Style preferences**
  - Design style: minimalism, retro, modern, etc. Include examples of designs you like.
  - Design elements to avoid (e.g., too much text, overly complex graphics)

Attach any files related to the project here.

4. Text to be included in the design, word for word (leave blank if none)

You need to provide the copy that you would like to be used in the design. The designer is not expected to produce or proofread the copy — they will use the copy you provide as is. Leave this section blank if no copy is needed.

5. Design references

Link to examples of design styles you prefer or other references.

6. Images (browse images/find images for me/ use attached images/do not use images):

Specify the images you would like to be used in the layout. You can upload your own images, ask us to find stock images, or opt not to include images at all.

7. Brand profile

Provide the brand profile for the current project, or select one that has been previously created on the platform.

8. Used services (Canva)

If you need this project to be created in Canva, specify that here. Consider reading the footnote, "Why we do not recommend using Canva".

9. File types

Select the source file types you wish to receive.

10. Invite designers

Invite a specific designer or choose to open the project to all available designers. Inviting a particular designer does not guarantee their availability, but we will consider your preference.

11. I would like to receive and review creative/creatives (every business day/upon completion of the project):

Select how often you'd like to receive project updates. Even when you choose to receive and review creatives upon completion of the project, we will still coordinate with you at key stages, such as approval of design options.

12. Place order or save draft

Save a draft of your project or send it to the design queue.

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