

WordPress Theme Brief Template

Start your theme project on the right foot

A good brief saves weeks. Answer as much as you can; short notes are fine. Bring it to your first design conversation.

Goals

What should the new site achieve? _____

Main action visitors should take: buy / quote / call / book / other

How will you measure success? _____

Audience

Who are your main visitors? (consumers, businesses, both) _____

What do they need to find quickly? _____

Brand

☐ Logo files (SVG or high-resolution PNG)

☐ Brand colours and fonts

☐ Photography or illustration style

☐ Tone of voice notes

Pages & features

Pages needed: _____

Online store (WooCommerce)? Y / N Blog? Y / N

Forms, bookings, portals or integrations: _____

Who will edit content, and how often? _____

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Inspiration

Site 1: _____ what you like: _____

Site 2: _____ what you like: _____

Site 3: _____ what you like: _____

Practical details

Current site and hosting: _____

Accessibility or legal requirements: _____

Ideal launch date and budget range: _____

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