FREE TEMPLATE

Video Editing Brief

The Visuals Lab
White-label video editing for agencies

Two parts: an **account brief** you write once per client, and a short **video brief** for each video. Keeping them separate means nobody repeats the brand rules on every job.

1 Account brief: write once per client

Client / brand name	
Logo files (light + dark)	
Brand colours (hex)	
Fonts (names + links)	
Caption style	Font, size, colour, position. Attach an example screenshot.
Pacing	Fast / medium / calm
Colour look	Natural / warm / cinematic / high-contrast
Graphics	Lower thirds / emojis / zooms / sound effects / none
Music	Style, energy, where it can come from, who holds the licence
References (x3)	Link + what the client likes about each one
Always / never say	
Avoid (hard no's)	Everything the client has rejected before. Update after every rejection.
Delivery formats	9:16 / 16:9 / 1:1 / 4:5 · resolution · file type

Video Brief

The Visuals Lab
Fill one in per video

2 Video brief: five lines per video

Video title	
Goal	What should the viewer do or feel?
Platform + length	e.g. Instagram Reel, 30–45 seconds
Hook (first 1–3 seconds)	The moment or line to open with
Must include	Product shot, offer, call to action, logo
Footage location	Folder link + best takes / timecodes
Deadline	
Reviewer	One person who gives and approves feedback

3 Hand-off checklist

☐ **Folders**	01_Footage · 02_Audio · 03_Music · 04_Graphics · 05_Reference
☐ **Notes file**	Best takes, timecodes, anything to avoid
☐ **Originals or proxies**	Agreed, plus who relinks for the final export
☐ **Review tool**	One link with timestamped comments, one "approved" moment

Tips that cut revision rounds

- Show, don't describe: a screenshot of the caption style beats a paragraph.
- Give timestamped feedback: "0:08, cut the pause" gets fixed once.
- Keep one owner per brief, so it never contradicts itself.