



[addy] • [phone] • [email]
[WebAddress] • [LinkedInAddress]

PLEASE FILL OUT THIS CREATIVE BRIEF IN ITS ENTIRETY

1. Who Are You?

What is your business, product or service? What is your business, product or service name? Do you have or want a slogan or tagline?

2. Your Objectives.

Where do you want to go with your business? How would you like to see your business grow? What are your short range goals after launching?

3. Desired Results and Vision.

How would you like your business to be perceived by those experiencing it on a daily basis?

4. Target Market.

Who is your audience? Your primary demographic focus? How do you see your business engaging with them?

5. Competition.

Who is your primary national or local competition? (Directly or Indirectly.) How is your company different from them?

6. Success Criteria.

Define how you will judge a successful project?

7. Project Voice.

What do you want your identity to say about you? How would you like to see people react to it? What personality should your brand have?

8. Color Preferences.

What is your favorite and least favorite color? Explain why.

9. Gauging Perception.

Name a brand logo you like and explain why. What is something most people like that you don't like or care for in respect to its design aesthetic?

10. Equity.

Where would you like to be in ten years with your business?

11. What specific pieces (deliverables) do you need a designer to create?

12. What is your deadline?

13. What is your budget?