

Creative Brief

Name: _____

Company Name: _____

Phone: _____

E-mail: _____

What Does Your Company Do? _____

Project Overview

Tone & Image

(Fun, Friendly, Professional, Corporate, Traditional, etc...)

Requirements

What must be included that I would not know about?
(logos, sponsors, certain photos, etc...)

Target Market

What is your audience's demographic?
(gender, age range, hobbies, profession, etc...)

Primary Message

What is your main selling point about the
company/product being featured and promoted?

Color Preference

What colors are you envisioning or wanting to avoid?

Circle a font style that you like for this project.
(This will not be the final choice, but it helps to narrow them down!)

Serif Sans Serif **Blocky** PLAYFUL MODERN

Execution Requirements

Circle one that applies to this project.

Print Digital

Company Competitors

Competitors Branding

What do you like or dislike about your
competitors branding?
