



need some design?

*You've
come to
the right
place!*

But before we get to work on your shiny new project we need YOU to get to work on this creative brief.

Ugh, I hear ya. You thought your days of homework ended long ago, but we really need you to sharpen those pencils and put some thought into this assignment. No pressure or anything, but it really is the most important step in the creative process. Providing us with an A+ brief will ensure that we can provide you with a design that exceeds your expectations — while avoiding delays, saving money and keeping the timeline (and everyone's sanity) in tact.

Ready? Let's get creative!

Creative Brief

WHO ARE YOU?

Organization type/name: _____

Contact Information for this Project

Name: _____

Email: _____

Phone _____ Website: _____

TELL US ABOUT THE PROJECT

Project Description:

Objective:

MESSAGING / TARGET AUDIENCE:

Who is your core audience?

Single most important message/idea the reader should understand and believe:

Other key messages/benefits/values to communicate:

Why should the reader believe what you say—what proof or evidence can you supply?

MOOD/TONE:

Personality and tone preferred (casual, funny, serious, formal, etc):

Great job! You're almost there!

Keyword descriptors for your business/organization (check all that apply):

- | | | | |
|---------------------------------------|-------------------------------------|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Dependable | <input type="checkbox"/> Integrity | <input type="checkbox"/> Exotic | <input type="checkbox"/> Expert |
| <input type="checkbox"/> Progressive | <input type="checkbox"/> Fun | <input type="checkbox"/> Luxurious | <input type="checkbox"/> Witty |
| <input type="checkbox"/> Traditional | <input type="checkbox"/> Serious | <input type="checkbox"/> Practical | <input type="checkbox"/> Youthful |
| <input type="checkbox"/> Established | <input type="checkbox"/> Irreverent | <input type="checkbox"/> Budget | <input type="checkbox"/> Trustworthy |
| <input type="checkbox"/> Edgy | <input type="checkbox"/> Hi-tech | <input type="checkbox"/> Modern | <input type="checkbox"/> Playful |
| <input type="checkbox"/> Strong | <input type="checkbox"/> Precise | <input type="checkbox"/> Hip | <input type="checkbox"/> Cultured |
| <input type="checkbox"/> Enthusiastic | <input type="checkbox"/> Original | <input type="checkbox"/> High Energy | <input type="checkbox"/> Discreet |
| <input type="checkbox"/> Unique | <input type="checkbox"/> Mainstream | <input type="checkbox"/> Upscale | <input type="checkbox"/> Unbiased |
| <input type="checkbox"/> Innovative | <input type="checkbox"/> Safe | <input type="checkbox"/> Skilled | <input type="checkbox"/> _____ |

Action desired (call, visit location, redeem coupon, etc):

Color likes and dislikes:

Image requirements and preferences (literal, conceptual, illustration vs. photography, variety, etc). List the required images you are supplying, as well as desired images you have not supplied:

Additional input—anything else you can provide to guide the writer and/or designer:

Nice work!