

PROJECT CREATIVE BRIEF

PROJECT BRIEF TITLE:

PROJECT / CLIENT

CONTACT NAME

CONTACT EMAIL

DATE

PROJECT / CLIENT OVERVIEW

WHAT

WHY

GOALS

UNIQUE SELLING POINTS

TONE OF VOICE

STRAPLINES

AUDIENCE

GENDER: _____

AGE: _____

SALARY: _____

PROFESSION

PERSONALITY

PERSONALITY

WHAT THEY CARE ABOUT

COMPETITORS

STRATEGIC CONSIDERATIONS

DESIGN OVERVIEW

OBJECTIVES

IMPACT

LIKES & DISLIKES

LIKES

DISLIKES / AVOID

COLOUR

COLOUR

LOOK & FEEL:

LOOK & FEEL:

STYLES & LAYOUT:

STYLES & LAYOUT:

PHOTOGRAPHY:

PHOTOGRAPHY:

BRANDS:

BRANDS:

VISUAL EXAMPLES SUPPLIED?

**EXISTING BRANDING
OR MARKETING COLLATERAL?**

BRAND GUIDELINES?

VISUAL EXAMPLES?

VISUAL ASSETS?

DESIGN CONSIDERATIONS

HOW WILL SUCCESS BE MEASURED?

BUDGET

TIMELINE

DELIVERABLES

DESIGN

BRANDING	<input type="checkbox"/>	MOODBOARDS	<input type="checkbox"/>
ROUTE OPTIONS	<input type="checkbox"/>	RESEARCH	<input type="checkbox"/>

OTHER: _____

PRINT

LEAFLET/FLYER	<input type="checkbox"/>	BROCHURE	<input type="checkbox"/>	BUSINESS CARDS	<input type="checkbox"/>
STATIONERY	<input type="checkbox"/>	PACKAGING	<input type="checkbox"/>	POSTER	<input type="checkbox"/>
T-SHIRT	<input type="checkbox"/>	OTHER (SPECIFY BELOW)	<input type="checkbox"/>		

OTHER: _____

DIGITAL

WEBSITE(S)	<input type="checkbox"/>	SOCIAL MEDIA	<input type="checkbox"/>	BANNERS	<input type="checkbox"/>
EMAILER(S)	<input type="checkbox"/>	UI / UX	<input type="checkbox"/>	OTHER (SPECIFY BELOW)	<input type="checkbox"/>

OTHER: _____

PROJECT ASSETS

BRAND GUIDELINES	<input type="checkbox"/>	LOGO FILES	<input type="checkbox"/>	DESIGN TEMPLATES	<input type="checkbox"/>
FONTS	<input type="checkbox"/>	OTHER (SPECIFY BELOW)	<input type="checkbox"/>		

OTHER: _____

ADDITIONAL NOTES