

Creative Brief

Due date:

Project name:

Name

Objective:

What are you trying to accomplish?

Strategy:

How can you accomplish your objective?

Type of project(s):

Logo, infographic, webpage layout, etc.

File type(s) and size(s):

*pdf, eps, jpeg, ai, png, etc.
less than 5MB, etc.*

Who is the audience and what is the message you want them to take away:

*Our customers, we target 25-35 year old young professionals.
We want them to understand what our company sells and why they need it.*

Do you have inspiration or current content to provide to designers:

Any style you like, content that must be included, colors to focus on, etc.

Any further info you'd like to add:

Our current website isn't attracting the correct customers, we've been told it's because of x, y, z.

Additional legal information, misc:

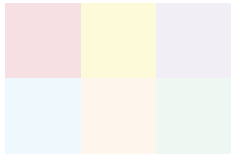
Are stock images allowed in the final? Do designers need specific software to complete this project?

Creative Brief

Name/text to include:

Name of company, tag-line, etc.

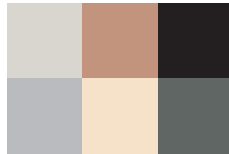
Choose up to 3 color stories to explore:



Pastels

☐

Jewels

☐

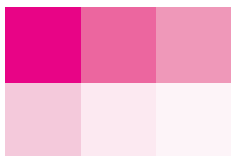
Neutrals

☐

Primary

☐

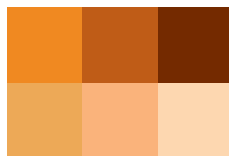
Earth

☐

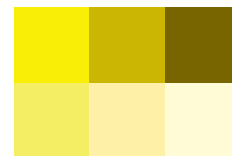
Pinks

☐

Reds

☐

Oranges

☐

Yellows

☐

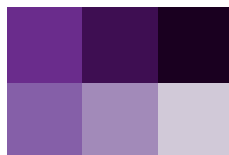
Greens

☐

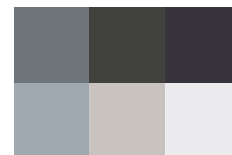
Teals

☐

Blues

☐

Purples

☐

Grays

☐

Browns

☐

How would you rate or describe your brand's style:

Classic

Modern

Mature

Youthful

Masculine

Feminine

Playful

Sophisticated

Geometric

Organic

Abstract

Literal

Do you have any images, sketches or documents that might be helpful? Please send them over with this brief.
(Your current logo, photos, illustrations, content, layout ideas etc.)