



## Creative Brief

As part of the creative process and to ensure the success of your project, this confidential communication worksheet will get us on the same page.

The information you provide (remains private) is required to clarify direction and establish project scope for an accurate proposal and projected timelines.

This form will take a few minutes to fill out, so please take your time and keep your answers brief – but if you have any questions, please don't hesitate to contact me.

With a solid framework of information to draw from I feel confident providing you with an accurate quote/proposal.

Let's begin...

### **ABOUT YOU**

Name

Title

Organization Name

Email

Phone

URL

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What is your service or product?

### **ABOUT YOUR PROJECT**

Objectives: Where do you want to go?



Desired results/vision: How would you like to be perceived?

Target market: Who is your audience? demographic?

Competition: Who is your primary competitor?

Success criteria: Define how you will judge a successful project

Project voice: What do you want this to say about you?

Brand Standards: Font(s), What is your favorite color? What is your least favorite color and why?

Gauging Perception: Name a logo you like and why:

Keywords: What keywords best describe your business or event (add your own terms too) –  
Friendly, dependable, progressive, traditional, established, edgy, strong, enthusiastic, unique,  
integrity, fun, serious, hi-tech, precision, original, mainstream

## **WHAT ARE YOUR BUSINESS NEEDS?**

### **Media, online presence, off-site MarCom or Ad dept, logo or identity?**

#### PRINT AND DIGITAL MEDIA:

illustrations, brochure, direct mail, advertising, labels, POP display, poster, signage, marketing collateral, sales/promo material, HTML email, blog skins, banner ads, icon design, video editing and graphics, power point presentations, eBooks

#### BUSINESS MANAGEMENT:

media planning, marketing strategy and execution, event management, procurement, process improvement/maximize resources, copywriting/editing, small business consultation, online maintenance.



## LOGOS, IDENTITY AND BRANDING:

Single most important function of your product, service, tool or event?

Style preference – designs, patterns, symbols, environmental elements/shapes, squares, contrast, collage, grunge, era, pattern, typography, order, chaos, etc.

Watercolor and ink, vector/line art, sketch, soft color, bright color.....

Very Important! why are you passionate about this project?

Favorite culture and why? Does this culture have roots in your project?

## WEB AND APPS:

Promotional web presence, SEO, event site, web maintenance, CMS site, eCommerce, blog, community features, social media, articles and PR, sharing, user-generated content, iOS app.

How many pages do you estimate for your site?

What is your top-level (main & secondary) navigation?

For UI/UX: what do you want your application to do?

Content: Do you have content ready? Bios, info, intros, where to purchase, etc.

Dynamic functionality: log-in for private content, registration, shopping cart, DB-driven content delivery/reports, file uploads, forms, and subscriptions/membership.

To deliver the best experience to the most users and to build pages that will last, we use modern standards-based methods with a responsive focus. As a result, our sites will adjust to any device screen but may not look exactly the same in an old, non-compliant browser like Internet Explorer 6 as they do in newer browsers like Firefox, Safari, and current versions of IE.



Designing your site to work in older, non-compliant browsers will add significant development time and cost to the project budget, and some modern technologies that aren't supported by the browser may have to be removed from the project scope.

REQUIREMENTS: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## TIME AND MONEY

Time frame or launch date:

The project will launch in phases, list proposed milestones and dates here:

What is your anticipated budget for this project?

Note: Sharing a realistic assessment of what you have to spend on this effort will help us scope our engagement appropriately. While disclosing your budget might not be something you typically do, sharing this information with us now will greatly reduce the likelihood of both sides spending significant time and resources "shooting in the dark."

That's it!

Thanks for taking the time to fill out this worksheet, it helps us with the entire project from the inside out and leaves no room for guesswork.

## AGREEMENT

This proprietary and confidential information is used only to develop and implement procedures in creating the project requested. By signing this agreement, you agree all information is correct.

Name: (Print) \_\_\_\_\_

Approval Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Designer Approval: \_\_\_\_\_