

Creative brief



Project details

Date _____

Project name _____

Project summary

Provide a brief overview of project and any requirements

Current situation

What do you feel isn't working, what needs to be improved, what is working etc. Why is the project needed and what would you like to achieve?

Specifications

Target audience

Goals / objectives

Deliverables & format

Please describe key pieces to be produced, what format and dimensions

Colour scheme

Do you have any current brand guidelines? List any colours you like and/or dislike

Style & tone

Use three adjectives to describe the nature and tone of the project i.e vibrant, minimal, urban modern

1. _____
2. _____
3. _____

Budget

How much have you allocated for the project?

\$

Due date



Inspire us | If you have any designs you like, please attach them when you return this brief.