



## Creative Brief

Please use this form as an aid to thinking about your project.

We will use the information as a basis for further discussion and to make sure we are on the same page throughout the creative process. It will help us to meet your goals and expectations.

### Client Information:

Name

Business

Phone

Web site

Email

What is the business background to this brief? (What do you do?)

What are your goals for this project?

What would you like produced?

**Do you have a budget?** (This will help us to assess what we can do for you).

**Who is your target audience?** Who will buy/use this product or service?

**Who are your main competitors?**

**What do you want this project to say about you?**

**What key words describe your business?** (eg serious, edgy, fun, established...)

**Do you have existing branding?**

**Logo?**

**Corporate colours?** Do you know their colour numbers (eg Pantone system)?

**Are there any particular colours or styles you want used in this project?**

**Please describe any other aspects of the project here:**