

# Design/Creative Brief

For your project to be successful, we need to collect some information from you to help our design team achieve the results you expect. The more detailed your responses, the better we will know how to design a piece that is a reflection of you and your business.



Your full name \_\_\_\_\_

Company name \_\_\_\_\_

Address \_\_\_\_\_

Telephone number \_\_\_\_\_

Email Address \_\_\_\_\_

Current web address(if available) \_\_\_\_\_

Project type  Postcard  Business Card  Letterhead  Envelopes  Business Reply Flyers  Notecards

(Check all that apply)  Property or Promotional Flyer  Maps  Stickers

Other \_\_\_\_\_

When do we need to have this design completed by?  ASAP  I am in a slight rush  I am in no rush

Locations you serve \_\_\_\_\_

Years in business \_\_\_\_\_

Do you have a logo you currently use?  Yes  No

Do you have a slogan or tagline you currently use?  Yes (please list) \_\_\_\_\_  
 No

What products or services do you offer?

Who are your main competitors? Please give us their websites if applicable.

In what way do you differ from your competition? Please be as detailed as possible in terms of business strengths.

What is the impression or message are you trying to convey to your target audience?

What are the demographics of your target audience?

What keywords best describe you or your business?

- |                                     |                                      |                                       |  |
|-------------------------------------|--------------------------------------|---------------------------------------|--|
| <input type="checkbox"/> DEPENDABLE | <input type="checkbox"/> PROGRESSIVE | <input type="checkbox"/> TRADITIONAL  | <input type="checkbox"/> ESTABLISHED               |
| <input type="checkbox"/> EDGY       | <input type="checkbox"/> STRONG      | <input type="checkbox"/> ENTHUSIASTIC | <input type="checkbox"/> UNIQUE                    |
| <input type="checkbox"/> INTEGRITY  | <input type="checkbox"/> PRECISION   | <input type="checkbox"/> ORIGINAL     | <input type="checkbox"/> MAINSTREAM                |
| <input type="checkbox"/> FUN        | <input type="checkbox"/> SERIOUS     | <input type="checkbox"/> HI-TECH      | <input type="checkbox"/> CUSTOMER SERVICE ORIENTED |

Have you seen samples in our website Sample Gallery of designs that appeal to you? (Please give us the company/person names)

What colors do you like the most and would like to see used in your designs?

What colors should we avoid completely?

Are you interested in creating a brand centered around:

- You personally
- A lifestyle-type brand where lots of photos are used to showcase an emotion about your product/service
- The specific area you are marketing to (like photos of the target market geography or recognizable icons)
- An abstract thought, emotion or idea
- The products you sell

Have you done marketing before and, if so, what worked and what did not?

What is the biggest challenge you face in your marketing efforts?