

CREATIVE BRIEF

WHO ARE YOU?

What do you do? What makes you different to your competitors?

WHAT DO YOU NEED?

- | | |
|---|--|
| <input type="checkbox"/> Logo / Branding | <input type="checkbox"/> Business stationery |
| <input type="checkbox"/> Brochure / leaflet | <input type="checkbox"/> Book |
| <input type="checkbox"/> Advert | <input type="checkbox"/> Web graphic |
| <input type="checkbox"/> Social media graphic | <input type="checkbox"/> Other |

More info...

WHAT IS THE PURPOSE OF THIS PROJECT?

To sell a product? To promote a service? To build a brand?

WHO ARE WE TARGETING?

Who is your ideal customer? Will they have worked with/bought from you before?

WE LIKE THESE EXAMPLES...

Examples of styles you like. A similar project which you think works well. (Not to replicate! But to get a good idea of your style goals).

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HERE'S WHAT WE HAVE & LIKE ALREADY...

Anything useful that we might be able to build on.

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WHAT WE MUST HAVE...

All the important stuff we have to include that may not be listed above.

LET'S TALK CONTENT!

Will you have all the copy and images you need already? Will you need stock imagery? Have you got brand guidelines you need to adhere to?

I have copy/imagery sorted

Let's get some copy written

I may need more images

This isn't applicable to me

More info...

THE DEADLINE

When is it? What will you need from us by then?

FINAL DELIVERY

What will you need from us once the job is complete?

High Res Print PDF

Vector files

Web quality PDF

JPEGs

Printed product

Need something printed? Give us more info. Need a JPEG? What size?

FINALLY, ANYTHING TO ADD?

Let us know any other relevant info here.

Thanks for filling out this form!