

GRAPHIC DESIGN *CREATIVE BRIEF*

CLIENT DETAILS

Client's Name
Company Name
Phone
Email
Website

BUSINESS & COMPANY DETAILS

Do you have a logo? Yes ☐ No ☐

If no, do we need to design one for this project?

Yes ☐ No ☐

WHAT ARE YOU PRODUCING?

Keep it brief. Tell us what you are making.

DESCRIBE IT!

Please list 3 adjectives that describe the nature and tone of the project (i.e, modern, bold, vintage. etc.)

Is there a brand and style guide?

Yes ☐ No ☐

Today's Date

Project Name

HOW DO YOU WANT THAT DONE?

Now that we know what you are making, please check the medium (select all that apply):

- | | | |
|---|-------------------------------------|-----------------------------------|
| ☐ Logo | ☐ Map | ☐ Labels |
| ☐ 1 or 2-pager | ☐ Printed Ad | ☐ Calendar |
| ☐ Website | ☐ Poster | ☐ Stickers |
| ☐ Multi-page Booklet | ☐ Postcard | ☐ Other |

If other, please explain.

PROJECT PARAMETERS

Objective/ Goal of the Project

Target Audience

Tell us what your main colours are and why you chose them.

Where did you find your inspiration?

SHOW US YOUR *PLANS & IDEAS*

