

Creative Brief

—WORKSHEET—

This worksheet is intended to help you prepare a creative brief for a design project. The checklist will help you pull together the resources you will need and identify any gaps in information that you may want to address before discussing your creative brief with a designer.

YOUR COMPANY

Name: _____

Address: _____

Website: _____

Social media accounts:

instagram facebook twitter

other: _____

Mission statement: _____

Background: _____

THIS PROJECT

Name: _____

Purpose/overview: _____

Target audience: _____

Key message/value statement: _____

Media channels: _____

AVAILABLE RESOURCES

- content
- customer personas
- competitor research
- strategy document
- brand guidelines
- logo (vector format?)
- brand fonts
- brand icons
- past projects for reference
- people to connect with

DELIVERABLES

Timeline: _____

Key dates: _____

Who needs to approve? _____

End user: _____

Final file formats: _____

How will success be measured? _____

Take the time to think about your project and gather the necessary resources. When you have gathered all the information you have, you will be in good shape to prepare a brief and discuss your project and any outstanding questions with a designer.