

Creative Brief

Deadline:

PROJECT DETAILS

OBJECTIVES:

What do you hope to achieve?

AUDIENCE:

Who is it for? Describe their fears and goals.

DELIVERABLES:

List each piece and the person responsible.

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Link to style guide:

BRAND GUIDELINES

MESSAGE:

What is the core message being delivered? (One sentence)

tone:

How do you want it to sound? What are the implications beneath the message?

DESIGN:

What feeling do you want the visuals to convey? What constraints?