

Creative Brief

Instructions: Please complete this document in its entirety. Underlined copy is editable. Highlight the text and type over it with information relevant to your business. **Please initial below and save this document as the name of your business.**

Contact Name: _____

Contact Email, Cell and Office number: _____

Best method of Contact: _____

Project Name: _____

Client Name: _____

Deadline: _____

Brand/Event Overview Description:

Purpose of Brand/Event (or Message of the event?)

Who is your Target Audience?

What you want people to know about your brand/event?

Main goal you want to accomplish from this project?

What is your biggest challenge?

Tone of the brand/event need (be specific):

Print or Digital need? (Print requires a higher resolution requiring a different approach)

Files Needed (examples included, PDF, JPEG, EPS, MP4, GIF)

Other thoughts or notes for the designer?

Brand specifics to include (do we need to include brand logos, brand colors, or things to stay away from)

Before fulfilling any work, the Client agrees to include Nossi College of Art's involvement in all press releases and blog content related to the event. Copy LFunke@nossi.edu on all press releases. _____ Client Initials