



## CREATIVE BRIEF OUTLINE

### ABOUT YOU / YOUR ORGANIZATION

What kind of service/product/art form do offer?

How long have you been offering this service/product/art form in the community? Please explain.

State a single-minded word or phrase that will appropriately describe your service/product/art form:

### ABOUT YOUR MARKET

Who are your competitors/colleagues and what do you think about their branding? List URLs if possible:

What sets you apart from your competitors/colleagues?

Describe your target market, who is your ideal participant (age, gender, socio-economic criteria, etc...)

### ABOUT YOUR BRANDING

What do you hope to accomplish with your new identity? Where will your branding be used?

Do you have specific design preferences (color, style, etc...) for your logo/branding? Please explain the meaning behind these and how they relate to your service/product/art form/project.

Do you have any specific images or icons in mind that you would definitely like to see incorporated into your logo/branding? Please explain the meaning behind these and how they relate to your service/product/art form/project.

Do you have a tagline or slogan?

What are your core brand values? Please list 3 - 5 brand values. Brand Value Examples: Teamwork, Compassion, Creativity, Collaboration, etc.

What attributes should your logo/brand communicate? Shade in one square on the scale to indicate more/less. Middle square is neutral.

Feminine  Masculine  
Luxury  Economical  
Playful  Serious

Young  Mature  
Modern  Classic  
Loud  Quiet

### ANYTHING ELSE?

Any other details to note?