

Problems Solved

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Creative Brief

Project Summary: (What is your goal for the brand? What do you want customers and prospect to think and feel when they experience your brand? How/where will you be using the logo?)

Target Audience: (Who are you current customers? Prospective customers? Their demographics?)

Perception/Tone/Guidelines: (What colors would you like to see/not see? Provide 8 adjectives that describe your brand, describe your company's style and culture.)

Communication Strategy: (How do you communicate with your customers? Your prospects?)

Competitive Positioning: (Who are your competitors? Are they large or small? What are their strengths and weaknesses? Where do you fit in the landscape? Is your answer based on data or your gut?)

Single-Minded Message: (What's your story in 1-2 sentences? What is your tagline, if you have one?)

Brand Envy: (What brands do you admire? Why?)

Current Product Messaging: (Include your current website and those of your partners or related companies, as well as any samples of logos, brochures, messaging.)