

BRANDING + CREATIVE BRIEF

The following questions will help facilitate a branding project and serve as the Creative Brief. All information will be held strictly confidential. If there is additional information you would like to add please do so.

OBJECTIVES

ORGANIZATION PROFILE

AUDIENCE

BRAND ATTRIBUTES + LOGO IDEAS

COMMUNICATION VEHICLES

APPROVAL PROCESS

OBJECTIVES

What is the goal for this project?

What outcome will make this project a success?

What is the biggest challenge to accomplishing these objectives?

ORGANIZATION PROFILE

Describe your organization's culture?

What values best describe your brand?

What image does your company want to project?

What is your organization's legal name, will it change?

What abbreviation or variation of your name do customers, employees and partners use?

What is your tagline? If you presently don't have one, what would you consider?

What is your mission statement?

What other organizations would you like to emulate?

(Fill in the blanks)

We are the only _____ that does _____ for _____.

.

We help people who _____ (name the problem)

Complete the sentences:

We know how to...

Well, what we do is...

AUDIENCE

Who uses your services? List each 'persona' including demographic details.

What are their pain points and how are you solving these problems?

Why do they use your services? What are the key factors that determine if they will purchase your services?

How educated are they about your services?

BRAND ATTRIBUTES + LOGO IDEAS

What visual metaphors come to mind when you think of your logo?

What ideas do you have regarding what the logo should be?

What is working and what is not working regarding the existing logo?

Are there specific colors or color schemes that need to be retained? NOT green and purple

COMMUNICATION VEHICLES

What marketing materials do you have and how often do they change?

What new marketing vehicles will be created in the future?

APPROVAL PROCESS

Who will be managing the project on the client side?

Who is responsible for approving work?

Will there be more than one group who will approve work?

Is there a budget for this project?

Is there a hard deadline for this project? Are there other events/initiatives that will influence the schedule [e.g. marketing campaigns, industry events, etc.]?