

GRAPHIC DESIGN CREATIVE BRIEF



1. Your Company Name and a brief description of your business:

2. Objective: *What are you trying to accomplish?*

3. Who is your main audience and what is the key message you want them to take away?

i.e. 25-35 year old young professionals. We want them to understand what our company sells & why they need it.

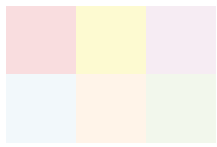
4. Do you any content you can provide that we can work from?

Any style you like from your current design, any content that must be included, any fonts, colours to focus on etc?

5. Please give us some examples of Brands or Company's design styles that you really like?

i.e. Innocent Drinks / Apple / Barbour

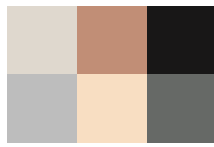
6. Choose up to 3 colour stories to explore:



Pastels



Jewels



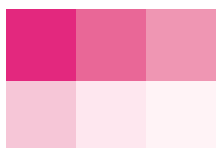
Neutrals



Primary



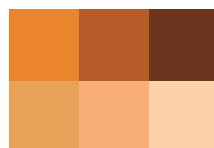
Earth



Pinks



Reds



Oranges



Yellows



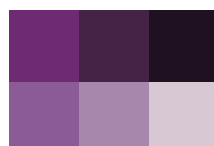
Greens



Teals



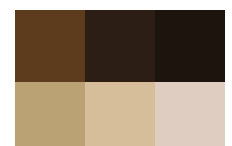
Blues



Purples



Grays



Browns

7. Circle 3 or 4 of the following which best describe your brand's style?

Classic

Modern

Playful

Sophisticated

Mature

Youthful

Geometric

Organic

Masculine

Feminine

Abstract

Literal

Bold

Blend in

Minimalist

Vintage / Retro

Illustrated

Photographic

Luxurious

Rustic

Corporate

Professional

Natural

Simple