

[CREATIVE BRIEF]

[M+S]

PURPOSE

The creative brief lays out the visual design directions to explore and the objectives of the project. We will use the information on this form to make sure that we are both focused and are on the same page throughout the creative process to deliver your message.

Where

CONTACT

Business Name: _____

Contact Name: _____

Web Site: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Design

WHO ARE YOU? WHAT DO YOU DO?

Form &

Function

[1] www.mayhemstudios.com

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WHAT ARE YOUR OBJECTIVES?

Where

HOW WOULD YOU LIKE TO BE PERCEIVED?

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WHO IS YOUR AUDIENCE? DEMOGRAPHIC?

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WHO IS YOUR PRIMARY COMPETITOR? (include web address if possible)

Where

WHAT DO YOU WANT THIS PROJECT TO SAY ABOUT YOU?

Design

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WHAT'S YOUR FAVORITE/LEAST FAVORITE COLOR AND WHY?

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[3] [\[www.mayhemstudios.com\]](http://www.mayhemstudios.com)

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LIST LOGOS YOU LIKE & EXPLAIN WHY? (include web address if possible)

Where

WHAT WOULD YOU LIKE TO PRODUCE? (check all that interest you)

Design

- LOGO/IDENTITY PIECES
- ADVERTISEMENT
- MARKETING MATERIAL
- BROCHURE
- POSTER
- SALES MATERIAL
- DIRECT MAIL
- WEB SITE
- OTHER: _____

WHAT KEYWORDS BEST DESCRIBE YOUR BUSINESS?

Form &

- DEPENDABLE
- FUN
- ENTHUSIASTIC
- PRECISION
- ESTABLISHED
- PROGRESSIVE
- SERIOUS
- UNIQUE
- ORIGINAL
- EDGY
- TRADITIONAL
- HI-TECH
- INTEGRITY
- MAINSTREAM
- STRONG

Function

ANY OTHER INFORMATION?

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