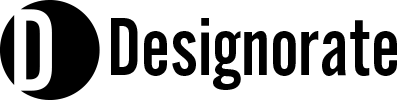


CREATIVE BRIEF

|  |  |
| --- | --- |
| **Contact Person:** | Name: Title: |
| **Contact Details:** | Tel. Mobile: Address: |
| **Company Name** |  |
| **Department** |  |
| **Client Name** |  |
| **Client Contact Name:** | Name: Title: |
| **Contact Details:** | Tel. Mobile: Address: |

|  |  |  |
| --- | --- | --- |
| Topic |  | Details |
| Background | Company profile |  |
|  | Project overview |  |
| Objectives |  |  |
| Target primary audience |  |  |
| Project timeline |  |  |
| Project budget |  |  |
| Message tone and image |  |  |
| Design specifications | Technical requirements |  |
|  | Deliverables required |  |
| Advertising and branding guidelines |  |  |
| competitors |  |  |
| Other information |  |  |

|  |
| --- |
| **Creative brief approval/comment form** |
| **Client**  Comments:  Contact name: ......................................................................................................  Title: ......................................................................................................................  Signature: ...................................................................................................................... Date prepared: / /  Contact name: ......................................................................................................  Title: ......................................................................................................................  Signature: ...................................................................................................................... Date prepared: / / |
| **Company**  Comments:  Contact name: ......................................................................................................  Title: ......................................................................................................................  Signature: ...................................................................................................................... Date prepared: / /  Contact name: ......................................................................................................  Title: ......................................................................................................................  Signature: ...................................................................................................................... Date prepared: / / |



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