GENERAL CREATIVE BRIEF

- Need a logo? logo design brief Completing both the general and logo brief is highly recommended.
- Need a website? website design brief if you need a website. Completing both the general and website brief is highly recommended.

<mark>**NOTE: THIS IS JUST A SAMPLE. PLEASE CUSTOMIZE YOUR CREATIVE BRIEF TO INCLUDE ALL OF THE INFORMATION YOU NEED FOR YOUR SPECIFIC PROJECT.**</mark>

Tell me about your company:
- This is not a company per se but I am an individual author publishing an ebook and would like a quick mockup for the conver.

Goals and Objectives:
- What do you want to happen as a result of this project? Sell more copies of the project on amazon kindle and other sources.

Describe what you want designed:
- The title of the ebook is "Cryptocurrency: The new world of money"
- I want a very legible design which put emphasis on finance, money, and currency.
- The design should be editable for purpose of putting Author names

    "Requirements for the size of your cover art have an ideal height/width ratio of 1.6, this means a minimum of 625 pixels on the shortest side and 1000 pixels on the longest side. For best quality, your image would be 1563 pixels on the shortest side and 2500 pixels on the longest side."

    eBook Cover Size: 1563 x 2500 pixels
    File Formats: JPG, TIFF

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Competitors Design
- Good design:
    https://www.google.com/search?q=ebook+money&rlz=1C1GGRV_enUS751US751&source=lnms&tbm=isch&sa=X&ved=0ahUKEwiNhKjpkKXVAhUFTCYKHeuQDrYQ_AUICygC&biw=1441&bih=488#imgrc=meVgZCQSjqhSOM:

    http://www.independentmusicadvice.com/wp-content/uploads/2010/10/how-to-make-money-from-free-music-ebook.png

    https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwjPp56OkaXVAhVKLSYKHZR9AE0QjBwIBA&url=http%3A%2F%2Fthewritelife.com%2Fwp-content%2Fuploads%2F2015%2F05%2F71-Ways-Ebook-Image-with-border-_-The-Write-Life1-791x1024.png&psig=AFQjCNGbLvxsgShTpVQwy0vweknRKvBbmw&ust=1501096089401028

Who is your target audience?
- Who are you trying to attract with your marketing message? Be specific. **People looking for a quick way to make money and learn about investing in cryptocurrency. (20 - 50 years old)**
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- How do they feel about your product now? **(Not yet available)**
- How do you want them to feel after? **(That this is a professional and helpful product)**

Tone & Image:
Funny / Casual / Formal / etc. What tone and imagery will be most effective, specific visual goals?
Images should look formal and professional. Should convey "money"

How will success be measured?
- Number of leads generated? **(Number of copies sold)**
- Will you be measuring your goal (see above) by the number of sales made? **yes**
- Or something else?