

Creative Brief : Personal Brand Identity

Your Name

Your Email

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Month Day, 20XX

Pinterest Link:

A corporate Identity is the “kit of parts” used by a business to help define their brand and includes, their logo, color palettes, fonts, photography style, and tagline. A personal identity is similar but can help to define your personal brand identity

Attitude:

What is your personal brand about? What makes you unique, and identifiable?
How would you define your overall personality? Whats your vibe?

Goals:

What do you want your identity to communicate to the viewer? How will you know if its successful?

Design Challenges:

What might keep you from executing the design you are envisioning? What could stop this project from being successful? What do you anticipate will be difficult about this project?

Personal Brand Attributes:

What are the qualities of the your personal brand? Is it cool, edgy, soft, playful? How does the your brand identity compare to others? Is it printed on white or colored paper? Is it printed in color or in Black and White?

Creative Parameters:

What are the limits of what this identity can be? Are there restraints that you need to keep in mind as you design?