



creative brief:

What is your name, email and phone number?

What design service are you requesting? (logo, poster, brochure, etc)

What is the date you need the design completed?

What is the exact wording you need included in the design?

Who is your target audience?

What is the main message you are trying to communicate?

Are there any specific colors or images you would like included in the design?

Are there any colors or images you want to avoid in the design?

Take some time to look at design samples that you like. Gather a few samples to provide as an example of the design direction you are interested in exploring. Copy and paste them into this document, make a pinterest board and attach link here, or print some samples and bring into our meeting.