

# Creative Brief | Required Content to Cover

**Instructions:** Type up the below questions and your answers in a separate document. Use complete sentences, and thoroughly proofread your document. Print it out to turn in next class. Please avoid Times New Roman and Myriad Pro.

1. Background Summary:

What is the organization's/event's name? (Find out about spelling, capitalization, hyphens, spaces, the use of "The" in the name, and whether there should be a year included.)

History of organization/event, i.e. how did this organization come to be and why was it created?

2. Objective/Goal:

What are we creating?

What do we hope to achieve with this project?

3. Audience (describe fully: age, gender, occupation, needs, likes/dislikes, etc...):

Who are we trying to appeal to and influence?

Is there a secondary audience that we are also trying to reach?

4. Tone:

What sort of tone should be conveyed?

What adjectives (i.e. energetic/subdued, high-brow/informal, etc.) best describe how the organization/event should be perceived?

5. Message/Mission, i.e. slogan:

What is the main idea we are trying to communicate with this project/brand?

If we don't actually have a slogan, are there some phrases that come to mind that get at the message?

6. Visual Standards:

Are there any existing brand standards that we should adhere to?

Are there particular colors, fonts, or symbols you want us to avoid?

Note: Competitor analysis is usually included, but this time not required.