Scott Silver

A Resource for Creative Diversity

Branding Creative Brief

Company Name

Subtitle

www.website.com

A. About your organization

Please fill in this form in as much detail as possible. Attach any documents or screenshots relevant.

Organization's mission statement

Services / products provided

Insert any relevant product/service information here - Why its different from anything else on the market. What is unique or exclusive about your products? Why do people choose your products above your competitors?

History of the organization

Insert any relevant background information of company. Describe what your company does. How long have you been in business, how many employees, geographic spread, etc.?

How is your brand perceived by others?

Are there any added values worth marketing that you currently are not?

Internal review / reason for rebrand?

What makes you better /or different from the competition?

A. Vision and objectives for your brand

What is your vision for your new brand?
What do you want your new logo and brand to communicate?

What is your brand currently doing worth talking about?

What is your tagline or position statement? Does it need to be changed?

What are the key messages?

What are your new logo's foreseeable uses?
How is your new logo to be used in the foreseeable future? Select all that apply.

☐	Business Cards	☐	Website
☐	Stationery	☐	Signage
☐	Marketing Collateral	☐	Stencils / Stamps
☐	Engraving / Thermography	☐	Letterpress
☐	Embroidery	☐	Other

B.   Target audience

Be as specific as possible about the target audiences for your brand. Provide as accurate a breakdown of the demographics as possible, e.g. gender, age groups, location (state, national, international, rural, city), interests

C.   Project management

Who is on the team?

Who are the decision-makers, their respective roles, and internal decision-making procedures?

Detail your expectations for the project status reports
- How frequently you want to meet
- What is expected by way of reports
- How disputes are to be resolved

E. Background to the project

Provide any relevant history of the project and/or the organization that would assist designers to understand people and content sensitivities, schedule, design, aims of the organization etc.

F. Design preferences

Describe any existing brands the new logo and branding should work with
Does the new brand need to complement existing brands (logos, font, colors) or is it a stand-alone one?

Current marketing material
Please list the current marketing material and campaigns that you are actively pursuing at the moment that we will need to make allowances for. Are examples available?

Corporate Style Guide
Do you require a style guide? This would normally include logo usage rules, fonts and PMS /CMYK/ RGB/ hex colors

☐ Yes   ☐ No

What style would you prefer for your new brand?
Please select no more than 2 options.

☐	Fresh	☐	Fun & Quirky
☐	Modern	☐	Elegant
☐	Sophisticated	☐	Artistic
☐	Professional	☐	Retro/Vintage
☐	Funky/Youth	☐	Kids/Baby
☐	Natural/Earthy	☐	Eco

Are there any other words you would like to use to describe the required look?

What colors would you like for your new brand?
If web safe or exact colors are required please provide PMS, CMYK or RGB values.

Specify whether any specific imagery or symbols should be used

If there are any specific symbols or images you require please provide them below; alternatively the designers will choose symbols on your behalf, as appropriate.

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Fonts

Are there any fonts you would like us to use?

☐ Yes   ☐ No

If yes please provide their names below and if they are commercial fonts please email them to silver@scottsilver.net

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Are there any logos / brands / styles you like?

Please provide URLs whenever possible.

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Are there logos / brands / styles you do not like?

Please provide URLs whenever possible.

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Is there anything else you would like to mention about your design preferences / requirements?

G. Testing and revision

Do you plan to test your new brand (using surveys, focus groups, interviews, direct observation or other form of customer testing)? Over what period will testing take place? – At the beginning, during and/or just before launch?

If changes are required as a result of feedback from the testing, please be informed they are not part of this design project and will be quoted for and charged separately.

H. Project schedule and deliverables

What is the deadline for the log / business cards / any other required brand elements

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