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Contact: \_\_\_\_\_

Organization: \_\_\_\_\_

Project: \_\_\_\_\_

Job #: \_\_\_\_\_

PURPOSE OF A CREATIVE BRIEF: it is the springboard into the creative process. This internal communication clarifies direction, outlines the target market, the key message and the desired results. The creative brief is something that we will use to make sure that we are both focused and on the same page. We will refer back to it often during development of your project.

Once established, we go full-throttle with the creative process and start conceptualizing ideas. We continue to hone our creative thought until it is a compelling printed piece.

We follow this process no matter what the project, the medium or the challenge. Adhering to this process is what equips us to produce great and consistent work.

SIGNATURE: \_\_\_\_\_

Client Name: \_\_\_\_\_ Date: \_\_\_\_\_

By signing this brief the client agrees and understands that the information contained in this form will be the sole reference point from this point forward in developing the clients logo/identity.

**WHO ARE YOU?**

What do you do? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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**DESIGN ELEMENTS**

Are there any key images/symbols that you would like to use?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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**YOUR OBJECTIVES**

Intended usage with piece/image? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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**COLOR PREFERENCES**

Favorite Color and why? \_\_\_\_\_

\_\_\_\_\_  
Least favorite color and why? \_\_\_\_\_  
\_\_\_\_\_

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**DESIGN CRITERIA**

What do you want this project to say about you? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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**MARKETING**

What methods have you used in the past? (CHECK ALL THAT APPLY)

- Direct Mail     Brochure     Ads/Local     Cable TV
- Newspaper     Door hanger     Billboard     Radio
- POP     Ads/Regional     Bus     Other \_\_\_\_\_

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**TARGET MARKET**

Who is your audience? Demographic? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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**COMPANY KEYWORDS**

What words best reflect your company? (CHECK ALL THAT APPLY)

- dependable     established     strong     integrity     precision
- progressive     edgy     enthusiastic     serious     original
- traditional     mainstream     unique     hi-tech     fun

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**COMPETITION**

Who is your major competitor? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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**DESIGN KEYWORDS**

What words describe your final piece/image? (CHECK ALL THAT APPLY)

- fun     simple     elegant     colorful     luxurious
- calm     friendly     professional     abstract     classy
- bold     sporty     modern     abstract     hip/trendy
- formal     industrial     ethnic     conservative     futuristic
- childlike     edgy     other \_\_\_\_\_

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**SUCCESS CRITERIA**

Define how you will judge a successful project? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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**ADDITIONAL INPUT?**

Any other thoughts? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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