



# Creative Brief

*Design With Results in Mind*

## CREATIVE BRIEF: LOGO AND IDENTITY PACKAGE

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Thank you for taking the time to answer these questions. As the design process is really a problem solving process, the answers to the questions in this creative brief will help develop the most effective design solutions for your needs.

### Background and Objectives:

Do you have any current marketing material? (Please provide sample copies if possible.)

How would you rate the effectiveness of your current marketing material? \_\_\_\_\_

What is working: \_\_\_\_\_

What is NOT working: \_\_\_\_\_

What is the main goal of the material you would like to create? \_\_\_\_\_  
(Identity, branding, awareness, education, public relations, product information, sales information, sales closing)

\_\_\_\_\_

Define your primary target market? \_\_\_\_\_

What are their Demo and Psychographics? \_\_\_\_\_

Define your secondary target market? \_\_\_\_\_

What are their Demo and Psychographics? \_\_\_\_\_

Are there any geographic restrictions to your marketing plans? \_\_\_\_\_

Do you have a formal marketing plan?                      Yes                      No                      In-Development

Who are your main competitors?

What is the position of your competitors in the market place compared to your organization?

Do you have copies of any of your competitors marketing materials? Please list competitors current website addresses.

What differentiates your products and services compared to your top competitors?



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### Products/Services Offered:

What are your core product/services? \_\_\_\_\_  
\_\_\_\_\_

What are your secondary products/services? \_\_\_\_\_  
\_\_\_\_\_

Please list three unique features about your organization's products or services:

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

### Sales/Marketing Efforts:

Where/how do you currently get most of your sales leads? \_\_\_\_\_

Where/how would you like to receive most of your **future** sales leads? \_\_\_\_\_

What steps are involved in your sales cycle? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How long is your sales cycle? \_\_\_\_\_

How is most of your sales and marketing material used? \_\_\_\_\_

\_\_\_\_\_ % One-on-One (by whom \_\_\_\_\_) *Please describe* \_\_\_\_\_

\_\_\_\_\_ % Mail or Email *Please describe* \_\_\_\_\_

\_\_\_\_\_ % By Ads or Website *Please describe* \_\_\_\_\_

Have you determined a sales return ratio for your marketing materials? \_\_\_\_\_ If so, what is the price point? \_\_\_\_\_



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### Branding/Positioning:

Please list three unique features about your organization's :

Circle or list three words to describe how you would like your company to be perceived.

- Traditional      Contemporary      Cutting Edge      Solid      Strong      Diverse      Specialty
- Dynamic      Experienced      Results-oriented      Service-oriented      Classic      Trendy      Insightful
- Carefree      Polished      Powerful      Straightforward      Spiritual      Friendly      Dependable      Fun

Other: \_\_\_\_\_

Have you established a brand promise? \_\_\_\_\_

If not, do you plan on having one in the future? \_\_\_\_\_

Please list several companies or organizations (*not necessarily a competitor*) with a brand or look-and-feel you like.

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

### Website/Multi-Media:

Do you have a current website? \_\_\_\_\_ (*Please list*).

If not, have you established a website address? \_\_\_\_\_

Do you plan on having a website in the future?      Yes      No      In-Development

What are the goals of your webiste?

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

Feel free to provide any additional information that you think will be helpful in developing your materials.