



grace+studio llc  
7341 sw 45th ave.  
portland, or 97219

p | 503.880.7734  
skype | taridonohue  
tari@grace-studio.net  
grace-studio.net

# Project Creative Brief

This document will be our roadmap during the project and we will refer to it often, to make sure we both stay focused on the desired outcome. With this in mind, please take time to think through each answer, and if you are truly stumped, we can work through it together. We understand you have a business to run, and with this document in place, there will be less interruptions to your work for questions or clarifications.

Once this document is finalized, the creative process begins, and we build a project that will reach your intended audience and carry forward your reputation in the marketplace.

It is essential that this project tie in with other concepts (if established) already in place, and the message be consistent. If you are thinking of changes to established branding or identity, please include these concerns on a separate sheet for consideration.

<p><b>WHO ARE YOU?</b> what is your service or product?</p>	<p><b>PROJECT VOICE</b> what do you want this project to say?</p>
<p><b>OBJECTIVES</b> where do you want the business to go (big picture)</p>	<p><b>COLOR PREFERENCES</b></p>
<p><b>DESIRED RESULTS &amp; VISION</b> how would you like to be perceived?</p>	<p><b>PRINT PIECES</b></p> <p> <input type="radio"/> logo/identity    <input type="radio"/> advertisement    <input type="radio"/> marketing piece  <input type="radio"/> brochure    <input type="radio"/> POP display    <input type="radio"/> sales material  <input type="radio"/> direct mail    <input type="radio"/> poster    <input type="radio"/> packaging/tags  <input type="radio"/> other </p>
<p><b>TARGET MARKET</b> whom do you want to reach?</p>	<p><b>GAUGING PERCEPTION</b> name a brand you like; explain why.</p>

<p><b>COMPETITION</b> who is your primary competitor?</p>	<p><b>KEYWORDS FOR YOUR BUSINESS:</b></p> <p> <input type="radio"/> dependable    <input type="radio"/> enthusiastic    <input type="radio"/> innovative  <input type="radio"/> progressive    <input type="radio"/> edgy    <input type="radio"/> integrity  <input type="radio"/> traditional    <input type="radio"/> strong    <input type="radio"/> fun  <input type="radio"/> unique    <input type="radio"/> concerned    <input type="radio"/> mainstream </p>
<p><b>SUCCESS CRITERIA</b> how will you know the project is successful?</p>	<p><b>OTHER IDEAS:</b></p>
<p><b>PRIMARY AUDIENCE</b> who are they; what messages should be included or avoided?</p>	<p><b>TONE &amp; IMAGE</b> funny/casual/formal/esoteric/edgy</p>
<p><b>FEATURES, BENEFITS, VALUE</b> top features or facts and its value to the audience.</p>	<p><b>BUDGET</b> budget established? approved?</p>
<p><b>SCHEDULE</b> what is the due date?</p>	<p><b>PROCESS</b> who is the point person to review and sign off?</p>
<p><b>ADDITIONAL INFORMATION</b> how many rounds of revisions should be built into the estimate? how do you want to receive drafts and information (include operating system, FTP address, courier, etc.)? any other unique specifications for the project?</p>	

Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_