



Project Overview:

- What is the main goal of this project?
- What are the key messages or themes you want to convey?
- What is the desired outcome or call to action?

Target Audience:

- Who is your target audience? (e.g., age, gender, interests, etc.)
- What do you want your audience to feel or think when they see this design?

Design Preferences:

- Are there specific colors, styles, or elements you would like to include?
- Are there any colors or styles you want to avoid?
- Do you have any reference images or inspiration that reflect the look and feel you're aiming for?

Content:

- What text, images, or other elements need to be included in the design?
- Are there specific fonts or typography styles you prefer?

Branding:

- Do you have any existing branding guidelines or logos that need to be incorporated?
- How does this project fit within your overall brand identity?

Competitors & Market:

- Who are your main competitors?
- How do you want your design to stand out in the market?

Additional Notes:

- Are there any specific deadlines or timeframes for this project?
- Do you have any other preferences or ideas that haven't been covered?

Feel free to fill out as much as possible—every detail helps the designer better understand and approach your vision.

CREATIVE BRIEF

PROJECT OVERVIEW

TARGET AUDIENCE

DESIGN PREFERENCE

CONTENT

BRANDING

COMPETITORS & MARKET