

Creative Brief Proposal

1. Project Overview

Brief Description:

Describe the purpose and background of this project...

2. Objectives & Goals

What do you want to achieve? (List your main goals):

State the project's main objectives...

3. Target Audience

Who is the intended audience?:

Describe audience demographics, interests, etc...

4. Deliverables

What needs to be designed? (Select or list all needed):

- Logo
- Branding/Identity
- Print materials (Brochure, Flyer, Poster, etc.)
- Digital graphics (Social Media, Web Banner, etc.)
- Other (please specify):

Other deliverables

5. Brand Guidelines

Are there any existing brand guidelines to follow?:

Specify required fonts, logos, colors, tone, etc...

6. Creative Direction

Style Preferences, Inspirational Examples, or References:

Describe mood, look and feel, or attach links/references...

7. Timeline & Deadlines

Project Start and End Dates:

e.g. June 15 – July 15, 2024

8. Budget

Total Budget or Design Fee Range (if applicable):

e.g. \$1000 – \$2000

9. Contact Information

Client / Contact Person:

Name

Email:

Email address

Phone:

Phone number

10. Additional Notes

Any other important information, requirements, or constraints...