

Creative Brief Worksheet

CLIENT CONTACT INFORMATION

Company Name	Address
Organization Type	City State Zip
Contact 1 (check if primary contact)	Contact 2 (check if primary contact)
Telephone	Telephone
Email	Email
Best time of day/way to reach:	Best time of day/way to reach:

PROJECT DESCRIPTION

Name	Target Audience
Type	Main Message
Specs (list sizes, colors, production methods, etc.)	Secondary Message
	Available Assets (list items such as text, photography, logo files)
Final Delivery Date	
Other Key Dates (please list)	Other (items to be included, e.g., tag lines, web URLs, contact info)
Overview (list problems/opportunities in current market)	Objective (what is the desired outcome?)

FOR OFFICE USE

Designer	Notes
Web Developer	
Editor	
Other	