Creative Brief - Website

The key to effective thinking is asking the right questions. Below is a list of questions to help guide the development and scope of a website.

Please fill in the form with as much detail as possible.

# BRANDING

List and attach an specific branding need for the website.

## Logo

Company, product or campaign logo. Please attach.

Type to enter text

## Colors Scheme

List any company product of campaign colours.

|  |  |
| --- | --- |
| Primary / Branding (HEX): |  |
| Secondary / Contrast (HEX): |  |
| Background (HEX): |  |

## Fonts

List any company product of campaign fonts or select a web safe font below

Type to enter text

# HISTORY & OBJECTIVES

The why

## Motivation

What is the motivation behind the new website

Type to enter text

## Objectives

What do you want your website to achieve

Type to enter text

## Deliverables

What are the key deliverables outward and inward facing for the project?

Type to enter text

# TARGET AUDIENCE (MARKETS)

Describe the website target audience (market). Be specific as possible.

## Demographics

List website target demographics, interests etc. i.e. photographers, teenage soccer players, media, mothers etc.

Type to enter text

## Ideal Customer

Describe your ideal customer (viewer) of your website.

Type to enter text

## Primary / Secondary Message

What is the primary message (story) to communicate to the audience

Type to enter text

# DESIGN

Describe key design elements for the project

## Site Navigation (Site Map)

A sitemap is an overview of a website’s pages, just like a blue print. List the navigation structure for the project.

Type to enter text

## Activities (Functionality)

List the activities and resources users will be able to achieve on your website. This will tie in with website objectives. i.e. blog, comments, forum, e-commerce, downloads etc.

Type to enter text

# STYLE

What style (vision) do you have for the project

## Look & Feel

Describe the look & feel (style) you would like to see

Type to enter text

## Websites You Like

Provide links to websites you like.

Type to enter text

## Websites You Don’t Like

Provide links to websites you don’t like

Type to enter text