



## **Creative Brief for Branding**

1. What is your mission statement or business objective?
2. What are you selling?
3. Who is it for? (consider age, education, income, lifestyles, likes and dislikes, etc).
4. How would you like to be perceived by others?
5. What do you offer your target market that others do not?
6. What do you want your logo to say about you?
7. What keywords best describe your business? (select all that apply and feel free to add more)  

dependable	traditional	established	edgy	strong	enthusiastic	unique
high-tech	integrity	fun	serious	upscale	original	other:
8. What are 2 logos/brands that you like? Dislike?
9. What colors do you like? Dislike?
10. What is the time-frame?