



CREATIVE BRIEF TEMPLATE

For the Hunting, Outdoor and Firearms Industry



GARRISON EVEREST
BRANDING, INBOUND MARKETING + DESIGN

Creative Brief Template

1. Project summary

Explain what your brand stands for and why you are changing your logo (if applicable).

2. Audience profile

Who are your customers? What do they expect from you?

3. Perception and tone

Add examples of the tone of your brand. For example: High-Tech, Fierce, Bold, Backwoods, Tactical etc.

4. What needs to be communicated?

Add examples of some of the things that need to be communicated in your logo. This can be used in conjunction with perception and tone. If you have specific objects like arrows, bullets, skulls, mountains, lettering etc. you'd like to see incorporated.

Provide links to logos you like or that have the same kind of "look and feel" your looking for if possible.

5. Competitive positioning

Provide links to your competitors.

6. How do you plan to use your logo?

Explain where the logo will be used. Screenprinting, packaging, apparel, television etc.



ABOUT GARRISON EVEREST

Rise Above the Rest

Garrison Everest is a brand development, inbound marketing and professional design agency for the outdoor, hunting and firearms industry.

We help brands who are struggling to develop their brand; grow, stabilize or increase profits through their websites; increase revenue through online channels and enter the digital era of marketing.

Contact us at 303.358.3068 or visit online at www.garrisoneverest.com

