

Creative Brief

Kathleen Capiral
UI/UX and Graphic Design

Project Name

Date

Client Info

Client

Website

Address

Service

Tel.

Email

Background

Philosophy

Notes

Slogan

History.

Project Details

Visual Identity

- ☐ Monogram
- ☐ Logo
- ☐ Logotype
- ☐ Stationary
- ☐ Branding Guideline
- ☐ Curriculum Vitae
- ☐ Others

Notes

Budget

Publication

- ☐ Catalogue
- ☐ Book
- ☐ Flyer
- ☐ Booklet

Deadlines

Promotional

- ☐ Poster
- ☐ Invites
- ☐ Program
- ☐ Sticker
- ☐ Mediakit

Objectives

Digital

- ☐ Website
- ☐ Digital Banner
- ☐ Animation
- ☐ Social Media

Competitors

Keywords

Print (Promotional and Publication) Details

Dimensions

Language

Color Palette

Quantity

Copy, images, logos, etc.

Pages

File Format

Digital (Website and Social Media) Details

Type

Notes

☐ CMS

☐ Static

Existing Branding Guideline

☐ Yes

☐ No

Typography

☐ Google Fonts

☐ Purchase Fonts

Screens

☐ Mobile

☐ Tablet

☐ Laptop

☐ Desktop

Website Builder

Framework

Website Pages

Copy

Images and Logos

Administration

Proposal

1st Deadline

2nd Deadline

3rd Deadline

Communication

Deliverable Contact

Final Deadline