

# BRAND IDENTITY DESIGN BRIEF TEMPLATE

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## CREATIVE OVERVIEW

<b>BRAND IDENTITY DESIGN BRIEF TITLE</b>		
<b>CLIENT NAME</b>		
<b>CONTACT INFO</b>	<b>NAME</b>	
	<b>PHONE</b>	
	<b>EMAIL</b>	
	<b>MAILING ADDRESS</b>	
<b>BRAND DESIGN BUDGET</b> Detailed financial projections	<b>AMOUNT</b>	
	<b>FINANCE SOURCES</b>	
	<b>NOTES</b>	
<b>BRAND IDENTITY DESIGN OVERVIEW</b> Brand summary, research sources and findings		
<b>BRAND IDENTITY DESIGN OBJECTIVES</b> Detailed goals, desired outcomes, and measurable objectives		
<b>BRAND MARKETING GUIDELINES</b> Detailed approval process for all pieces, style guides, links to existing branding standards		
<b>BRAND MARKETING MATERIALS</b> Describe the pieces required along with the strategic reach and the desired outcome	<b>COPY</b>	
	<b>PRINT ADS</b>	
	<b>DISPLAY ADS</b>	
	<b>SIGNAGE / BANNERS</b>	
	<b>EVENT / PROMO PIECES</b>	
	<b>WEBSITE</b>	
	<b>SOCIAL MEDIA</b>	
	<b>OTHER</b>	
<b>TARGET AUDIENCE</b> The who, what, when, and where of the target customer base	<b>PRIMARY DEMOGRAPHIC</b>	

	<b>SECONDARY DEMOGRAPHIC</b>	
<b>CALL TO ACTION</b> Detail the desired reaction of the target audience		
<b>BRAND CAMPAIGN LOOK AND FEEL</b> Describe the desired style of the campaign		
<b>CAMPAIGN MESSAGE</b> Define key benefits of product, describe its value, and desired target audience take away		
<b>COMPETITIVE ANALYSIS</b> Describe competitors, their campaign messages, research findings, and supporting information - list any document attachments		
<b>IMAGE REQUIREMENTS</b> List needed imagery and projected sources	<b>GRAPHICS</b>	
	<b>PHOTOGRAPHY</b>	
	<b>MULTIMEDIA</b>	
<b>SCHEDULE</b>	<b>PROJECTED TIMELINE</b>	
	<b>IMPORTANT DATES / DEADLINES</b>	
<b>OTHER</b> Include any other critical information		
<b>COMMENTS AND APPROVAL</b>		
<b>CLIENT CONTACT NAME &amp; TITLE</b>		
<b>COMMENTS</b>		
<b>DATE</b>	<b>SIGNATURE</b>	

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