

Creative Brief - Guidelines

What does the company do, why does it matter?

Understand what makes the company unique.

Company name and the importance of it's origin?

Does the name have an important connection to the product.

Does the product have a slogan?

Will it offer more clues on the company's culture?

Is the upcoming brand identity going to include it?

What are the strengths, weaknesses and opportunities.

What is the company's value proposition?

Who is the company competing with?

What aspect of the company should we not focus on?

What values do they hold as a company?

Why do they believe in the product, how are they helping users?

Why do they feel that their company needs to exist?

What problem are they solving as a company?

What are the design goals and why?

How will you be contributing to the solution?

Why am I going to play a critical role designing for the company?

What expertise am I offering to the client?

Who is using their current product, how did they discover the product?

What demographic is using this product, and where would they first encounter it?

Why do those users love the product?

From the user's perspective, why is this a great product?

Why do users come back to use product?

What is the compelling service why users come back?

Where will users interact with the product?

Where will the brand identity be used?

How will their userbase benefit from this implementation?

Are we solving any visual communication problems for the user?

How would a user describe the product on social media?

How does a user describe this product to their following?

Are we developing new images or picking up existing ones?

Was there a previous identity design?

What aspects of the previous identity design are we keeping?

List of deliverables?

What designs will I deliver?

Preconceived ideas?

Are there any directions you want explored or incorporated into the identity design?
Why?

Limitations and restrictions?

Are there any restrictions on the project aside from the details already provided.

Timeline, schedule, budget?

How can we make your project a success.