

# CREATIVE BRIEF

Buyer Name: \_\_\_\_\_ Business Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Website: \_\_\_\_\_

Basic Company Info: (your services, demographic, history, slogan, special features, etc.)

---

---

---

Type of artwork needed currently: (brochure, website, infographic, blog post image, etc.)

---

---

How will it be used?

---

---

What is the purpose or goal of this piece? What is the message?

---

---

---

---

What is the look or feel you would like this piece to portray?

---

---

---

Is there anything else I need to know?

---

---

Budget:

---

---

Deadline/time-frame:

---

---

Fixed  Flexible

Follow a certain color scheme?

---

---

---

Target audience:

---

---

Artwork provided by buyer:

---

---

---

---