

# Creative Brief

## I. DESIGN INPUT

State any guidelines/preferences with regard to the following:

❖ Personality/tonality (voice or style of the company and/or site)

❖ Colors

❖ Logo/identity

❖ Use of web technology (e.g., Flash<sup>®</sup>, browsers, Shockwave<sup>®</sup>, PDF files, etc.)

❖ Recommended visuals

❖ Theme (if any)

## II. CONTENT INPUT

To create the copy for the site, we will need your input and existing files of company communications. We will provide copywriting services to ensure that the copy is the correct length for the web and “on message” for the most valuable customer (MVC) target audience.

❖ Copy (must be on disk in Microsoft Word). Who will provide input/copy?

- ❖ Visuals (must be provided on disk/CD in EPS or JPEG format). Who will provide visuals? Would you like us to source visuals from third-party image libraries?

- ❖ Will any third-party content be delivered on the site? If so, please explain:

### III. COMPETITIVE SITE REVIEW

What competitive sites in your industry should we review?

❖ **www.**

❖ **www.**

❖ **www.**

❖ **www.**

Which websites (if any) offer design and content that you feel most closely represents the type of solution you want?

❖ **www.**

Why you like it:

❖ **www.**

Why you like it:

❖ **www.**

Why you like it:

❖ **www.**

Why you like it:

#### **IV. OTHER MATERIALS**

Provide examples of existing company communications (brochures, video, audio, etc.) with which the web site must be consistent in message, tone, and visuals.

#### **V. LEGAL REQUIREMENTS/CAUTIONS**

Provide information regarding legal issues, copyrights, trademarks, or other do's/don'ts (if you have a document outlining legal/creative guidelines, provide a copy).