**CREATIVE BRIEF**

About your organization

Please fill in this form in as much detail as possible. Attach any documents or screenshots relevant.

**Organization’s mission statement**

**Services / products provided**

Insert any relevant product/service information here – why it’s different from anything else on the market What is unique or exclusive about your products? Why do people choose your products above your competitors’?

**History of the organization**

Insert any relevant background information of company. Describe what your company does. How long have you been in business, how many employees, geographic spread, etc.

B. Vision and objectives for your brand

**What is your vision for your new brand?**

What do you want your new logo and brand to communicate?

**Please write out the logo name exactly as you’d like for it to appear in the design**

For example Limeshot Design Pty Ltd; Limeshot Design; or just Limeshot.

**Do you have a short tag line you will sometimes use, when appropriate, with your logo?**

Be as specific as possible about the target audiences for your brand. Provide as accurate a breakdown of the demographics as possible, e.g. gender, age groups, location (state, national, international, rural, city), inter-ests.

**D. Project management**

**Explain the management structure within your organization for building the site**

Who is the decision-makers, their respective roles, internal decision-making procedures?

**Detail your expectations re project status reports**

* how frequently you want to meet with the designers
* what is expected by way of reports?
* how disputes are to be resolved

**E. Background to the project**

Provide any relevant history of the project and/or the organisation that would assist designers to understand people and content sensitivities, schedule, design, aims of the organisation etc.

**F. Design preferences**

**Describe any existing brands the new logo and branding should work with**

Does the new brand need to complement existing brands (logos, font, colours) or is it a stand-alone one?

**Current marketing material**

Please list the current marketing material and campaigns that you are actively pursuing at the moment that we will need to make allowances for. Are examples available?

**Corporate Style Guide**

Do you require a style guide? This would normally include logo usage rules, fonts and PMS /CMYK/ RGB/ hex colours

**What style would you prefer for your new brand?**

Please select no more than 2 options.

**Are there any other words you would like to use to describe the required look?**

**What colours would you like for your new brand?**

If web safe or exact colours are required please provide PMS, CMYK or RGB values.

**Specify whether any specific imagery or symbols should be used**

If there are any specific symbols or images you require please provide them below; alternatively the designers will choose symbols on your behalf, as appropriate.

**Fonts**

Are there any fonts you would like us to use?

If yes please provide their names below and if they are commercial fonts please email them to creative@lime-shot.com

**Are there any logos / brands / styles you like?**

Please provide URLs whenever possible.

**Are there logos / brands / styles you do not like?**

Please provide URLs whenever possible.

**In your own words**

Is there anything else you would like to mention about your design preferences / requirements?

**G. Testing and revision**

Do you plan to test your new brand (using surveys, focus groups, interviews, direct observation or other form of customer testing)? Over what period will testing take place? – at the beginning, during and/or just before launch?

If changes are required as a result of feedback from the testing, please be informed they are not part of this design project and will be quoted for and charged separately.

**H. Project schedule and deliverables**

What is the deadline for the log / business cards / any other required brand elements?

**About Limeshot Design**

Limeshot Design is a one-stop-shop Marketing firm founded by Ema Hoffmann, a MBA-qualified marketing consultant, with more than 10 year’s experience in graphic and web design, online and offline marketing.

Our mission is simple and ambitious—making outstanding design affordable to businesses of all sizes. We are a group of exceptional associates doing exceptional work.

What We Value

**Excellence** - Quite simply, we want to be the best at what we do, work with the best solutions providers, andprovide the best experience for our clients.

**Collaboration** - We create a collaborative environment for all our projects; clients are invited to participateas an integral part of the critical decision-making process.

**Integrity** - We strive to do the right thing, regardless of the situation.

**Sustainability** - We try to minimize our impact on the environment as much as possible by limiting unecces-sary printing & waste, offsetting our carbon emisions and supporting a range of environmental initiatives.

**Experience**

Contact Information

P: + 61 (02) 8078 6978

1. creative@abc.com