Creative Brief

|  |  |  |
| --- | --- | --- |
| PROJECT NAME |  | TODAY’S DATE |
|  |  |  |

About UCSF

The University of California, San Francisco (UCSF) is the leading university exclusively focused on health. Our passionate focus fuels a creative and collaborative environment, where scientists, clinicians, educators, students, and trainees work together to improve health – from San Francisco to every corner of the world.

We accelerate the discovery and application of ground-breaking science. We train tomorrow’s health care leaders. We battle the most devastating diseases. We provide compassionate patient care. And we work as one in our pursuit of advancing health worldwide.

Project Summary

Describe your project in 2-3 sentences.

Background

What led to the decision to do this project? Describe the current environment or factors influencing why you are developing this particular communications piece.

Describe your entity and how it fits within the larger UCSF enterprise.

Objective & Goals

What do you want to accomplish with this/these creative material(s)? How will you measure success?

Target Audience

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| *Check all that apply:* |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | Describe your target audience. For instance: |
|  |  | Internal employees |  |  | Faculty |  | Patients |  | Students | How large is it? Do they fall into a specific demographic? |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | What does your audience care about? |
|  |  | Alumni |  |  | Donors |  |  | Prospective donors |  | Thought leaders |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  | How familiar is your audience with UCSF and this |
|  |  | General public |  |  |  | Other |  |  |  |  |  |  |  |  |  | project? |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Deliverables & Specifications |  |  |  |  |  |  |  |
| *Media (check any that apply):* |  |  |  |  |  |  |  | What details need to be considered? What are the technical and compliance |
|  |  | Brochure |  |  | Poster |  |  | Website |  | Ad | requirements (i.e. size, format, ADA)? |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | For web items, what CMS or email-delivery system is being used? |
|  |  | Print invitation |  |  |  | Electronic invitation |
|  |  |  |  |  |
|  |  |  |  |  | For print items, what is the quantity? Will this piece be printed by a vendor or |
|  |  | Other |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | internally? Are there mailing/distribution needs? Are multiple versions |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | required? |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Message

What are the key points or takeaways for your audience?

What do you want your audience to do after seeing this? Is there a specific Òcall to actionÓ?

Why should the audience care? What are the proof points/differentiators that support your objective?

How does your message fit within UCSFÕs messaging framework (consult UCSFÕs brand positioning guide)? What do you need to do to ensure that UCSFÕs brand positioning comes through in your piece?

Tone

What adjectives(s) describe the desired feeling, look or approach? (Examples: Formal, Conversational, Patient-focused, Approachable, Inspiring, Fun, Bold)

Budget

Provide available budget range for the project.

Timeline & Milestones

When do you need the materials in hand? What is driving this date?

How long will you use these materials? How long will the project last?

UCSF Project Team & Approvers

Who will be working on this project from UCSF?

Detail stakeholders, decision makers and approvers. Outline rounds of review required and who will participate at different times.

Please see ÒProcess for Approval of UCSF CollateralÓ (see page 3) to determine review process for your materials.

Additional Considerations

What other information would be helpful to consider in design and structure? For example:

Does your piece need to be updated incrementally? If so, how often are updates required? Will the piece be updated internally or through a vendor? What format, software, hardware or training may be needed in order to conduct updates?

If your piece will be presented along with other UCSF materials, what are they? ItÕs important to evaluate the overall experience of your audience.

Reference Materials & Brand Checklist

1. Identify and attach background materials to provide more context (“About” documents; other materials you have developed – or that your audience has seen; competitor information, ….)
2. Review brand showcase work to see if there are similar projects to yours already in development, or templates that you can use. Contact University Relations Brand Communications Team for further information.
3. Share the following guidelines (avaliable on [identity.ucsf.edu](http://identity.ucsf.edu)) with your creative vendor to ensure that your materials express the UCSF brand appropriately:

UCSF Brand Positioning

UCSF Brand Identity

UCSF Use of Name

UCSF Drupal Web Templates

1. Refer your designer to the UCSF brand portal (identity.ucsf.edu) and encourage them to sign up for a Brand Training.
2. Please see “[Process for Approval of UCSF Collateral](http://identity.ucsf.edu/sites/identity.ucsf.edu/files/Process%20for%20Requesting%20Permission%20to%20Use%20the%20UCSF%20Name.pdf)” to determine review process for your materials. When you’re developing your timeline, plan for review/changes from University Relations.