

# Creative Design Brief

**Project Title:**

**Overview:** *(Project information, goals, measurable objectives)*

**Project Description:** *(Deliverables Needed: Copy, design, web development, printed materials, and/or mailing)*

**Primary Audiences:** *(Who are they, what do they care about, how will they use this mini-site, Facebook page or brochure, what should be avoided in talking to these audiences)*

**Secondary Audiences:** *(Who are they, what do they care about, how will they use this mini-site, Facebook page or brochure, what should be avoided in talking to these audiences)*

**Tone and Image:** *(Based on research – Funny and casual, or formal, what do target audiences believe before your nonprofit communicates with them, what tone and imagery will be most effective, specific visual goals)*

**Messages: Features, Benefits and Value:** *(USP or UIP based on research: Prioritize the top features and/or facts about the program, service or organization you're marketing, and its value to target audiences. Outline how it compares to the competition. What's the one sentence that summarizes its unique value? Other key points?)*

**Creative Direction:** *(Your rationale based on research for your creative decisions: Your approach to your communication design problem solution. And why your choices for: format, design style/layout, use of visuals, graphics, color, typography, choice of stock or reproduction media.)*

**Budget and Schedule:** *(What's your budget range if you're outsourcing? When must the message get to the target audience for greatest impact? Due date for finished work?)*

**Process/approvals:** *(Who is the point person on your organization's side? What is the review and approval process? Who will sign off on final execution?)*

**Additional Information:** *(How many rounds of your organization's revisions should the writer or designer build into the estimate? Any unique specification or permissions requirements)*