Brand Creative Brief Worksheet

If you are planning on creating a new website, logo, or any marketing materials, take a look at the following. Completing these steps will save you time, frustration, and money, because you will be prepared—knowing what you want and need before the creative process starts.

This worksheet is a guide for your brand’s creative direction. To help you build something that truly represents your business. If you’re a DIYer, a completed worksheet is important. If you’re hiring a professional, it’s even more important because it takes time and effort to find the most qualified person for your job. With this completed sheet, you’ll be armed with a plan before you contact them.

A. Clearly articulate your brand.

Write out a distilled 2-4 paragraph statement crafted from your focus, combined with your why, what, and how. Basically combining worksheets 1-4 in slightly condensed form. Emphasize your uniqueness and why customers should buy from you.

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