**Creative Brief Form**

*Preliminary Information*

Full business name:

Abbreviated name:

Product/services offered:

Qualities & values (beyond products/services) offered:

What is different about your business:

Brief description of clients/customers:

Key message/mission statement:

3 adjectives that describe your business:

*I**nspiration*

What are some similar businesses that are where you want to be?

Which well-known brands appeal to you?

Please attach any images or other media that you find inspirational or that represent the essence of who you are as a business.

*Visual Design Options*

Please choose the style you like best:

**Abstract**

****

**Iconographic/Plant-based**



**Earthy/Rustic**

****

Any specific imagery requested in the logo:

Include tagline (maximum 8 words):

Include date established:

Include location:

**Colour palette (please choose one)**

Bright colours

Pastel colours

Muted colours

Black & white

Specific colours requested (up to 3):

**Business Card Information**

Contact name (if applicable):

Address:

Phone number:

Email:

Horizontal or vertical card?

**Additional Notes**

Please include anything that will help the designer to understand your vision.