

BRAND IDENTITY DESIGN BRIEF EXAMPLE

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CREATIVE OVERVIEW		
BRAND IDENTITY DESIGN BRIEF TITLE		
CLIENT NAME		
CONTACT INFO	NAME	
	PHONE	
	EMAIL	
	MAILING ADDRESS	
BRAND DESIGN BUDGET Detailed financial projections	AMOUNT	
	FINANCE SOURCES	
	NOTES	
BRAND IDENTITY DESIGN OVERVIEW Brand summary, research sources and findings		
BRAND IDENTITY DESIGN OBJECTIVES Detailed goals, desired outcomes, and measurable objectives		
BRAND MARKETING GUIDELINES Detailed approval process for all pieces, style guides, links to existing branding standards		
BRAND MARKETING MATERIALS Describe the pieces required along with the strategic reach and the desired outcome	COPY	
	PRINT ADS	
	DISPLAY ADS	
	SIGNAGE / BANNERS	
	EVENT / PROMO PIECES	
	WEBSITE	
	SOCIAL MEDIA	
	OTHER	
TARGET AUDIENCE The who, what, when, and where of the target customer base	PRIMARY DEMOGRAPHIC	

	SECONDARY DEMOGRAPHIC	
CALL TO ACTION Detail the desired reaction of the target audience		
BRAND CAMPAIGN LOOK AND FEEL Describe the desired style of the campaign		
CAMPAIGN MESSAGE Define key benefits of product, describe its value, and desired target audience take away		
COMPETITIVE ANALYSIS Describe competitors, their campaign messages, research findings, and supporting information - list any document attachments		
IMAGE REQUIREMENTS List needed imagery and projected sources	GRAPHICS	
	PHOTOGRAPHY	
	MULTIMEDIA	
SCHEDULE	PROJECTED TIMELINE	
	IMPORTANT DATES / DEADLINES	
OTHER Include any other critical information		
COMMENTS AND APPROVAL		
CLIENT CONTACT NAME & TITLE		
COMMENTS		
DATE	SIGNATURE	

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