**[](https://www.smartsheet.com/try-it?trp=11356&utm_source=integrated+content&utm_campaign=/content/project-brief-templates&utm_medium=Graphic+Design+Creative+Brief+Project+doc+11356&lpa=Graphic+Design+Creative+Brief+Project+doc+11356&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)GRAPHIC DESIGN CREATIVE BRIEF   
PROJECT TEMPLATE**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  | | --- | --- | --- | | **CLIENT** |  |  | |  |  |  | | **PROJECT NAME** |  |  | |  |  |  | | **BRAND** |  | **PRODUCT** | |  |  |  | | ***Client contact name*** *Phone number Email Address Mailing address line 1 Mailing address line 2 Mailing address line 3* |  | ***Your company contact name*** *Phone number Email Address Mailing address line 1 Mailing address line 2 Mailing address line 3* |  |  |  |  | | --- | --- | --- | | **DATE** |  | **AUTHOR** | |  |  |  |   PROJECT |  |  |
| **PURPOSE | W*hy?*** | | |
|  | | |
| **OPPORTUNITY | *Ultimate impact?*** | | |
|  | | |
| **MESSAGE | *What are we trying to say?*** | | |
|  | | |
|  |  |  |
| OBJECTIVE | | |
| ***What is the end goal of the project?*** | | |
|  | | |

|  |  |  |
| --- | --- | --- |
|  |  |  |
| CREATIVE / DESIGN ELEMENTS | | |
| ***What are the fundamental creative/design components of the project***  ***(i.e. style guides, look and feel, specific printed pieces)?*** | | |
|  | |  |
|  | |  |
|  | |  |
|  | |  |
|  | |  |
|  | |  |
|  | |  |
|  | |  |
|  | |  |
|  | |  |
|  | |  |
|  | |  |
|  | |  |
|  |  |  |
| TARGET AUDIENCE | | |
| **PROJECT TARGET | *Who are we trying to reach?*** | | |
|  | | |
| **BRAND TARGET | *Who does the brand speak to?*** | | |
|  | | |
| **DESIRED REACTION | *What actions do you wish your market to take?*** | | |
|  | | |

|  |  |  |  |
| --- | --- | --- | --- |
| ATTITUDE | | | |
| **PROJECT TONE | *What traits are we trying to convey?*** | | | |
|  | | | |
| **BRAND PERSONALITY | *What characteristics define the brand?*** | | | |
|  | | | |
|  | |  |  |
| COMPETITIVE ANALYSIS | | | |
| **REFERENCES | *research, inspiration, and styles within similar industries and other*** | | | |
|  | | | |
| **THE TAKEAWAY | *What is the key idea to be remembered?*** | | | |
|  | | | |
| **TAGLINE | *prepared copy, key words, or theme*** | | | |
|  | | | |
|  | |  |  |
| IMAGE REQUIREMENTS | | | |
| **GRAPHICS** | | | |
|  | | | |
| **PHOTOGRAPHY** | | | |
|  | | | |
| **MULTIMEDIA** | | | |
|  | | | |
|  | |  |  |
| SCHEDULE | | | |
| **PROJECTED TIMELINE** | | | |
|  | | | |
| **IMPORTANT DATES / DEADLINES** | | | |
|  |  | | |
|  |  | | |
|  |  | | |
|  |  | | |
|  |  | | |
|  |  | | |

|  |  |  |
| --- | --- | --- |
| BUDGET | | |
| **AMOUNT** | | |
|  | | |
| **FINANCE SOURCES** | | |
|  | | |
| **ADDITIONAL FINANCIAL PROJECTIONS / NOTES** | | |
|  | | |
|  |  |  |
| MEDIA STRATEGY | | |
| ***Where will we tell our story?*** | | |
|  | | |
| **MARKETING GUIDELINES** | | |
|  | | |
| FURTHERMORE | | |
| ***Include any additional critical information.*** | | |
|  | | |
|  |  |  |
| COMMENTS AND APPROVAL | | |
| **COMMENTS** | | |
|  | | |
| **DATE** | **SIGNATURE** | |
|  |  | |

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |