Creative Design Brief Date:

**Contact name & email**

**Business name**

**Describe your business**

**What makes your business unique**?

**Existing brand guidelines in place?** yes no

**Any colors that you like/dislike?**

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**Scope of project**

**What problem is it solving?**

**Who is your audience?**

**Who is your competition?**

**What’s the tone/feeling?**

**How will you measure success?**

**List all due dates for project**

**Budget**