

PROJECT CREATIVE BRIEF

PURPOSE: The more I know about you, your business, your product, or your service the better I'm able to isolate and focus in on an appropriate design solution that will enable you to market yourself more successfully. So don't assume I'll be familiar with any of your industry terminology, or processes, elaborate where you feel is warranted and please think through these questions thoroughly and with a careful attention to detail.

This process allows me to design from an informed perspective and is geared to help you think through not just what you like but more importantly what your audience will find relevant and captivating, what will engage a potential customer and thus make your business more successful.

Type your answers directly below each question. Keep your responses to the point and succinct as possible but provide needed detail when you think it would be helpful. In general more information is always better than not enough so don't force brevity. After reviewing your answers I will follow up with any additional questions to clarify any information or glean additional insight I might need before proceeding with the creative process.

glitschka studios

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NAME: _____ SIGNATURE: _____ DATE: _____

WHO ARE YOU?

What is your business, product or service? What is your business, product or service name? Do you have or want a slogan or tagline? _____

1

YOUR OBJECTIVES

Where do you want to go with your business? How would you like to see your business grow? What are your short range goals after launching? _____

2

DESIRED RESULTS & VISION

How would you like your business to be perceived by those experiencing it on a daily basis? _____

3

TARGET MARKET

Who is your audience? Your primary demographic focus? How do you see your business engaging with them? _____

4

COMPETITION

Who is your primary national or local competition? (Directly or Indirectly) How is your company different from them? _____

5

SUCCESS CRITERIA

Define how you will judge a successful project? _____

6

PROJECT VOICE

What do you want your identity to say about you? How would you like to see people react to it? What personality should your brand have? _____

COLOR PREFERENCES

What is your favorite and least favorite color? Explain why. _____

GAUGING PERCEPTION

Name a brand logo you like and explain why. What is something most people like that you don't like or care for in respect to it's design aesthetics? _____

EQUITY

Where would you like to be in ten years with your business? _____

KEYWORDS

What keywords best describe your business?

- | | | | | |
|--------------------------------------|--------------------------------------|---------------------------------------|------------------------------------|-------------------------------------|
| <input type="checkbox"/> DEPENDABLE | <input type="checkbox"/> ESTABLISHED | <input type="checkbox"/> ENTHUSIASTIC | <input type="checkbox"/> FUN | <input type="checkbox"/> PRECISION |
| <input type="checkbox"/> PROGRESSIVE | <input type="checkbox"/> EDGY | <input type="checkbox"/> UNIQUE | <input type="checkbox"/> SERIOUS | <input type="checkbox"/> ORIGINAL |
| <input type="checkbox"/> TRADITIONAL | <input type="checkbox"/> STRONG | <input type="checkbox"/> INTEGRITY | <input type="checkbox"/> HI-TECH | <input type="checkbox"/> MAINSTREAM |
| <input type="checkbox"/> FORWARD | <input type="checkbox"/> AUTHENTIC | <input type="checkbox"/> PRACTICAL | <input type="checkbox"/> EFFECTIVE | <input type="checkbox"/> MODERN |

ADDITIONAL INPUT

This is your opportunity to be part of the creative direction. Feel free to share any additional comments you think are important to take into consideration as I begin the creative process. If you have any visuals that clarify your input in this brief please include those within and email and send them along with your filled out brief to: info@glitschka.com

Email this brief back to: info@glitschka.com

Mail Half Down Deposit on project to: *(Request payment by CC. We process all CC payments via Paypal.com)*

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