



# Brand Identity Development

## Creative Brief

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By answering the questions in this questionnaire, you will be providing Summit Media Design, LLC with some detailed information that is needed to exceed your expectations. We hope this will get your ideas in motion so we can get your project under way and meet your deadlines.

Do the best you can to answer the questions, have fun and feel free to contact us at any time with any questions or comments.

To fill in this document, you will need Adobe Acrobat 5 or higher.  
Get the latest version of this product here: <http://get.adobe.com/reader>

## 1. Contact Information

Client Name / Project Name:

Contact:

Email:

Phone:

## 2. Your Businesses Background

- a. *Give us a general overview of your business. Give us the full name, its correct spelling, possible abbreviations, the common name to be used throughout the project, etc. Does your business offer a product, service, both?*

b. *Does your company have an established mission and/or goals? If you have a slogan or tagline, please include them as well.*

### **3. Project Overview and Goals**

a. *Why are you initiating this project? What is the need?*

b. *How will you judge the success of this project?*

c. *Who will we be working with from your team? What are their roles?*

d. *Do you have a budget in mind? If so, please let us know budget range.*

e. *When would you like this project completed? Depending upon the complexity of the projects requirements, a project needing “expedited delivery” of assets may require additional rush fees.*

## 4. Brand Identity

a. *How is your brand perceived compared to your competitors. What makes you stand out?*

b. *What are the supporting points or key benefits that make this believable?*

c. *Describe your brands personality. Tone, style, attitude.*

d. *Who is your audience? Male / Female? Business / Consumer? Demographics? Geographic Locality? Why?*

e. *Who are your competitors? How do you stand out?*

f. *What are your competitors doing that you admire?*

g. *What don't you admire about your competitors?*

*h. Do you want to change or expand your audience? What is the desired demographic?*

*i. How does your audience currently view your brand? Include positives and negatives.*

*j. What are some of the challenges you face in getting your audience to view you this way?*

*k. Will you evolve your brands marketing objectives over the coming year?*



l. *What do you see as your challenges for meeting those objectives?*

m. *What attributes best describe your brand?*

Necessity

Luxury

Economical

Expensive

Light

Serious

Casual

Formal

Common

Exotic

Low-tech

High-tech

Classic

Modern

n. *Lastly, if your brand was a car. Which make and model would it be? Why?*

## 6. Design Profile & Highlights

a. *How would you describe your brand's current look or style? If you want to refresh or update your brand's design profile, what look or style are you going for?*

b. *Name 3 or more of your favorite brands in terms of look and design. Why do you like them? Please provide any website links or examples.*

- c. *Name 3 or more of your least favorite brands in terms of look and design. Why don't you like them? Please provide any website links or examples.*