



## YOUR BRAND IS ON A JOURNEY.

The story of how you got here, where you're going, and who you meet along the way. V Formation Creative has developed this Creative Brief to guide the next leg of that journey.

### CREATIVE BRIEF

Company name:

Project name:

Date:

Prepared by:

What follows is meant to provide a rough blueprint for the \_\_\_\_\_ project. This does not go into specifics of what the \_\_\_\_\_ may look like, rather it describes the qualities and goals. Once finalized, the Brief is meant to serve as an outline to which everyone has agreed. That being said, as the process progresses, it is understood that it is important to maintain some degree of flexibility on the creative approaches.

Once we receive feedback from the key stakeholders, V Formation Creative will develop and present creative concepts which reflect the values and goals stated below.

1. Please describe the scope of the materials to be developed.

2. What are you trying to accomplish with this project?

3. Describe the mission and purpose of your organization.

