

## CREATE A CREATIVE BRIEF

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1. How would you describe your services?
2. What are the long term goals for Your Company or Your Event?
3. Do you want business or event name to read a specific way?  
Are you set on your business or event name?
4. What is some industry vocabulary we should know?
5. Who would you describe as your target market?
6. What are some industry visuals we need to see?
7. Who are your competitors?
8. What differentiates you from your competitors?
9. What feeling or message do you want your project to convey?
10. What existing logos, design elements, photography or brands appeal to you? Why?