

Which of the two Bank of America logos is more appropriate? How does knowing your client and the services they provide guide your design decisions?



Creative Brief Worksheet

In order to create a successful design that meets your clients needs, you must first take the time to get to know your client and what their companies needs are. Below is a client brief that a design company uses when beginning a job for a client. Complete this worksheet for your client. Although you are not the client, imagine that you are and complete Creative Brief Worksheet.

Project Summary

- What type of products or services do you offer?
- How long have you been in business?
- What do you hope to accomplish with your identity?
- What are your long term goals?

Audience Profile Who your target audience is, and what they care about.

- Please describe your audience:
- Who would you like to add to your audience?

Perception/Tone/Guidelines How you want your target audience to respond to your logo.

- Do you have any colors in mind for your logo? (if so, why?)
- Do you have any specific images or icons in mind that you would definitely like to see incorporated into your logo?

Communication Strategy How you intend to reach your targeted audience, and what the overall message is.

- What is your tagline or slogan?
- What is the overall message you are trying to convey to your target audience?

Competitive Positioning What it is that makes you stand out from your competition?

- Who are your competitors and what do you think about their logos?
- List competitive URLs if possible:
- What sets you apart from your competitors?

Targeted Message

- State a single-minded word or phrase that will appropriately describe your company: