

# Creative Project Brief Template

Use this template to outline the goals, audience, and creative requirements for your project.

## 1. Project Overview

Project Title:

Client / Brand:

Date Prepared:

Project Deadline:

## 2. Objectives & Goals

What is the main purpose of this project?

How will success be measured?

## 3. Target Audience

Who is the primary audience? (Demographics, interests):

What should the audience think, feel, or do after seeing this?

## 4. Messaging & Brand Guidelines

What is the single most important message to convey?

What is the desired tone and voice? (e.g., professional, playful, bold):

Are there specific brand guidelines to follow? (e.g., color hex codes, logo usage):

## 5. Deliverables & Specifications

What are the final deliverables? (e.g., PDF brochure, 1080x1080 social media graphic):

Required file formats: (e.g., PNG, high-res PDF, MP4):

## 6. Budget & Stakeholders

Estimated Budget:

Who are the key decision-makers and approvers?

