



Creative Brief

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IMPORTANT: Please download this form and save to your hard drive before answering the questions, otherwise the answers will not be saved. The information you provide on this form will help us better develop an appropriate design solution for your company. Please be brief, but provide detail whenever you think it would be helpful. Please return the completed form to Melissa Marek at the email listed above.

NAME: _____ DATE: _____

ABOUT YOUR COMPANY

What is your company name? _____

What product or service does your company provide? _____

Which keywords best describe your business? Add additional words as needed in the spaces provided.

- | | | | | | |
|--|---------------------------------------|--|--------------------------------------|--------------------------------------|-----------------------------------|
| <input type="checkbox"/> Authentic | <input type="checkbox"/> Edgy | <input type="checkbox"/> Hi-tech | <input type="checkbox"/> Original | <input type="checkbox"/> Strong | <input type="checkbox"/> Youthful |
| <input type="checkbox"/> Bold | <input type="checkbox"/> Enthusiastic | <input type="checkbox"/> Inclusive | <input type="checkbox"/> Practical | <input type="checkbox"/> Sweet | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Carefree | <input type="checkbox"/> Established | <input type="checkbox"/> Innovative | <input type="checkbox"/> Progressive | <input type="checkbox"/> Tough | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Collaborative | <input type="checkbox"/> Fun | <input type="checkbox"/> Mainstream | <input type="checkbox"/> Quirky | <input type="checkbox"/> Traditional | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Conservative | <input type="checkbox"/> Futuristic | <input type="checkbox"/> Mature | <input type="checkbox"/> Relaxed | <input type="checkbox"/> Transparent | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Dependable | <input type="checkbox"/> Gentle | <input type="checkbox"/> Modern | <input type="checkbox"/> Serious | <input type="checkbox"/> Trustworthy | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Diverse | <input type="checkbox"/> Gritty | <input type="checkbox"/> Old-fashioned | <input type="checkbox"/> Start-up | <input type="checkbox"/> Unique | <input type="checkbox"/> _____ |

ABOUT YOUR LOGO

Do you need a new logo an update to an existing logo or to develop a comprehensive company brand?

Should the logo be the brand mark the brand name (indicate): _____ or both?
(In the logo at the top of the page, the elements that make up the square is the brand mark and the brand name is Phillips & Marek.)

Do you have a slogan or tagline Y N Should it appear in your logo? Y N

Where will your logo to used?

- Digital (website, slide presentations, social media, etc.)
- Environmental (billboard, wayfinding, outdoor banners, etc.)
- Print (business card, letterhead, brochures, etc)
- Other (explain)



ABOUT YOUR LOGO (continued)

Describe the look you want for your logo (hi-tech, organic, etc.)

What do you want your logo to say about you?

How do you want people to react to your logo?

Name a brand logo that you like and explain why.

Name a brand logo that you dislike and explain why.

ABOUT YOUR COLOR PALETTE

Are we creating a color palette for your company? Y N

If no, please provide us with your brand guide or indicate the color values of your existing palette:

If yes, which colors do you like and/or dislike and why?
