Creative brief template

Ten parts, one or two pages. Fill it in before anyone opens a design file.

Project name

Requested by (name, team, email)

Date of this brief

How to use this brief

Write short answers in plain words. If a part does not apply, write “n/a” so nobody wonders.

Agree on the brief before work starts. If the goal or the deadline changes later, update the brief first.

1. Project overview

What is this, in two sentences? Name the product, offer or event.

2. Background

Why now? What happened, what did you try before, and what do you already know?

3. Goal

One main goal. What should people do, think or feel after they see it?

Main goal

How you will know it worked

4. Audience

Who exactly? What do they care about, and what stops them today?

5. Key message

The one thing they should remember, plus the facts that make it believable.

The one thing to remember

Reasons to believe it

6. Tone and style

Three words for how it should feel. Links to work you like, and work you don't.

Three words

References (links or file names)

7. Deliverables

Every piece you need, one per row. Be specific about format, size and how many versions.

Item	Channel	Format and size	Versions	Due

8. Mandatories

What must appear: logo, colours, legal lines, call to action, links, hashtags.

9. Timeline and budget

Milestone	Date	Who
First draft or concepts		
Feedback back to the creative team		
Final files		
Goes live		

Budget (and what it covers)

10. Feedback and sign-off

Name people, not teams. Fewer reviewers means faster work.

Who gives feedback

Who has the final say

Rounds of changes included

Before you send it

- The goal is one sentence, and you can tell whether it worked.
- The audience is a real group of people, not “everyone”.
- Every deliverable has a format, a size and a due date.
- The person with the final say has read this brief.