Creative-Digital Project Brief

|  |  |
| --- | --- |
| Client Sponsor (Peppercomm) | Jane Doe |
| Client Name | Client X |
| Project Name | Name of your project |
| Proposed Due Date | 01/01/2015 |
| Billing Code | 00000-0000-0000 |
| Date Brief Created | 01/01/2015 |
| Brief Version Number | Version 1.0 |

# Project Overview

Please provide a detailed description of this project.

Add your information here.

# Project Timeline

Please call out any hard deadlines of known schedule issues.

Add your information here.

# Deliverable(s)

Please call the specific deliverable(s).

# Key Messages

Please state what each deliverable needs to say. Who is the audience? What is the “reason to believe” or “call to action?”

# Features and Requirements

Please used the tables below provide an itemize list of known features or exclusions relating to this project.

|  |
| --- |
| Features – Itemized list of needs |
| Add your information here |

|  |
| --- |
| Exclusions – Is anything specifically outside the scope of this project |
| Add your information here |

# Other Assets and Considerations

Please use the table below as a check list for gathering any additional assets that may be necessary for the project.

|  |  |  |
| --- | --- | --- |
| Check | Asset / Resource / Other Information | Notes / Description |
|  | Client logo – vector image preferred, or hi resolution |  |
|  | Existing project images (best quality available) |  |
|  | Brand guidelines / style guidelines |  |
|  | Approved fonts |  |
|  | Native art (PDS or InDesign files) |  |
|  | Domain information |  |
|  | Server information |  |
|  | Digital platforms used |  |
|  | IT and technical contacts |  |
|  | Third party vendors / services |  |

## Inspiration or Examples the Client Specifically likes

If the client has called out specific examples of work they like, please include that information here.

Add your information here

## Anything to avoid

If the client has called out specific examples things to avoid (images, colors, etc.), please include the information here.

Add your information here