

THE CREATIVE BRIEF FOR WEBSITE

BUSINESS OVERVIEW

What does your business do?

What industry are you operating in?

What are your goals for your website?

What do you want people to know about your business when they visit your website?

Who is your target client/customer?

What are the major activities that you expect your visitors to undertake on your website? (e.g. purchase of our products/services, read articles)

List three competitor websites

Print the forms in your workbook with the websites you love detailing your likes and dislikes and attach it to this brief.

Print the page with the navigation and menu details from your workbook and attach to this form.

BRAND VISUALS

What are your brand's official colours? (Please provide the Hex numbers for each colour)

What are the names of your brand fonts? (Please indicate which ones are used for headlines plus size that each font should be used e.g. Headlines: Times, 24 pt, Text: Arial, 11 pts, etc.)

The 2-3 adjectives that best describe our brand personality are:

I want my brand to make people feel

The 3-5 adjectives that best describe the tone of my brand are:

BUDGET AND TIMELINE

What is your budget for this project?

Will you be providing your photos or will you be purchasing stock photography?

What is your timeline for this project?

ADDITIONAL NOTES