CREATIVE BRIEF

PROJECT

Title

_____

Deadline

_____

Type

◯ Album cover	◯ Logo design	◯ Social media graphics	**Design**
◯ Poster / Flyer	◯ Style guide	◯ Vinyl / CD Packaging	
◯ Website	◯ Spotify Canvas	◯ Other: _____	

◯ Press Shots	◯ Live shots	◯ Other: _____	**Photo**

◯ Music video	◯ Live video	◯ Other: _____	**Video**

Description

GOALS

○ Visibility　　○ New audience　　○ Listens　　○ Bookings

○ Album/EP sales　　○ Engagement　　○ Traffic　　○ Branding

○ Other: _____

Notes

TARGET AUDIENCE

Age
_____

Gender
_____

Occupation
_____

Location
_____

Lifestyle / Interests
_____

Music Consumption
_____

Others:
_____
_____

ABOUT YOU

1 - WHO ARE YOU?

Artist / Company name

Website / Profile

Spotify / Soundcloud

Instagram / Facebook / TikTok

Bio / Company description

2 - YOUR CORPORATE DESIGN ELEMENTS

Colour palette

\#_____   \#_____   \#_____   \#_____   \#_____

Primary typeface

Secondary typeface

Style guide (link)

Moodboard / References (link)

Logo (link)

Copy (link)