



# CREATIVE BRIEF

Help us help you design the label you want!

COMPANY NAME:

DESCRIBE YOUR BUSINESS/PRODUCT:

DESCRIBE IT! Select 3 adjectives that match your the tone you want:

- BOLD       CLEAN       PLAYFUL  
 MODERN       VINTAGE       RETRO  
 COLORFUL       SIMPLISTIC       NEUTRAL

HOW IS IT UNIQUE?

OTHER: \_\_\_\_\_

COLORS YOU LIKE/DISLIKE: Please specify.

EXISTING BRANDING IN PLACE?     YES     NO

WHAT ARE YOU PRODUCING?

BACKGROUND

Are there any past projects to build from & improve?

WHO IS THE TARGET AUDIENCE?

INSPIRE US!

Please list (or send us) any examples of design we can use as inspiration.

DETAILS Is there any vital information or imagery you want on your label?