

{{ Organization Name }}

Website Project

Creative Brief

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Document Purpose

The Creative Brief is an overview of the project goals and objectives from a creative standpoint. The primary sources of this document are the customer and your website developers. The purpose of this document is to encapsulate the site's creative direction into one centralized format that can be shared with the designers who will execute the creative concepts.

Project Background

The specific objectives of the project are to:

1. {{ Objective 1 }}
2. {{ Objective 2 }}
3. {{ Objective 3 }}
4. {{ Objective 4, etc. etc. }}

Core Online Audiences

The audiences for the site will fall into three primary priority levels: high, medium, and low. While there is some distinction between these audiences in terms of priority, the site will be designed so to not *exclude* any of the lower-priority audiences, but to *optimize* the site for the higher priority audiences in terms of what content is most predominately featured.

Audience	Priority	Details	What They Are Seeking
{{ Audience Name }}	High	{{ Describe audience }}	{{ Describe what audience is seeking }}
{{ Audience Name }}	Medium	{{ Describe audience }}	{{ Describe what audience is seeking }}
{{ Audience Name }}	Low	{{ Describe audience }}	{{ Describe what audience is seeking }}

Color and Tone

For each of the words that we seek to have users associate with the new site, we can associate typical colors and images that evoke that particular theme. These colors can then inform the colors the designers may choose to feature in their designs.

Word	Color to Associate	Imagery to Associate
{{ Insert Word }}	{{ Insert Color }}	{{ Insert Image }}

		about this website }}	about this website }}
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Home Page Content Template

A detailed companion piece to the site outline/site map, specifically for the website's home page.

1. {{ Section Name }}
{{ Format }}
{{ Sample }}
2. {{ Section Name }}
{{ Format }}
{{ Sample }}
3. {{ Section Name }}
{{ Format }}
{{ Sample }}
4. {{ Section Name }}
{{ Format }}
{{ Sample }}
5. {{ Section Name }}
{{ Format }}
{{ Sample }}
6. {{ Section Name }}
{{ Format }}
{{ Sample }}