**Creative Brief**

Design Company:

Company Name:

Project Name:

Date:

**Project overview:** (example: Need to design a dental logo for a new practice…)

**Ideal patient description**: (Young families, within 3 mile radius of practice with high dental IQ)

**Practice core marketing message:** (We offer emergency dentistry 24/7)

**How will this design be used?** (On all documentation, including business cards and uniforms)

**Existing brand elements:** (Provide two logos we like and our colors)

**Deadline:** (Need finished logo in two weeks – would like to see final proof)

**Budget:** ($250 to $500)