

Creative Brief

1. Client information (Company name, full name, email address)

2. Does your company have any brand assets (logo, brandbook, etc.)?
If yes, please send them via email hello@jackzakrzewski.com

3. Business profile (Briefly describe your business and services)

4. Project type and deadline (What kind of project do you need? When should it be ready?)

5. Project goal (What do you want to achieve with this project?)



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6. Target audience (Who is the intended audience for this project?)

7. Message and tone (What message should it convey? Style and mood preferences?)

8. Preferred color palette (Colors to use or avoid)

9. Inspirations (2-3 links or examples of designs you like)

10. Additional notes or suggestions

11. Estimated budget



Jack Zakrzewski
GRAPHIC DESIGNER