



COMPANY:
CONTACT PERSON:
EMAIL:

PROJECT NAME: _____
DATE: _____



PROJECT OVERVIEW/
SCOPE: _____

PROJECT
OBJECTIVES: _____

TARGET AUDIENCE: **PRIMARY DEMOGRAPHIC:** _____

SECONDARY DEMOGRAPHIC: _____

DELIVERABLES:

PLATFORM:

FORMAT:

STYLE AND TONE:

MESSAGE:

RESOURCES:

BRAND STYLE GUIDE:

COLOR PALETTE:

FONTS:

EXISTING CREATIVES:

TIMELINE:

MILESTONES:

FINAL DEADLINE:

BUDGET:

COMMENTS:
