
Project/ Business Name

Background (Mission, vision, your company's values)

Competition (List competitors and what you like/don't like about them)

Objective (Concrete goals)

What Sets You Apart From Your Competition

Target Audience (Who is your brand for, where are they located, etc.)

Creative Considerations (Tone, visuals, color palettes, etc.)

Message (What you want to stick with your audience)

Contact Information (To be included in marketing materials)