

Creative Brief

e.g. client name, research, & audience

Name of your client and
your brand concept

e.g. The Flying Apron: Indulge freely

Brand Character

e.g. The Flying Apron is earnest, transparent, and innovative.

Brand Promise

e.g. We believe everyone should have choices. That's why we continually craft the best gluten free, vegan solutions.

Brand Positioning

e.g. For the informed eater, Flying Apron is the vegan and gluten free authority that offers infinite dining possibilities. Our brand is chosen because it uses gluten-free/vegan ingredients in a variety of new recipes, which provide great taste for gluten free dining. Out of the five major territories, most of our brand attributes fell under the “approach” category so we chose to focus on showcasing how we do things.

Brand Attributes

e.g. Gluten-free/vegan ingredients, Always experimenting with new recipes, Quality control over ingredients and taste, Culturally sensitive

Tonal Territories/Brand Concept Ideas

Inspiration boards/mood boards/visual analysis

List of deliverables/touch points,
timeline for deliverables/touch points,
and logged hours for each
deliverable/touch point.

Brand Standards Guide

Show all deliverables/touch points

*For presentation purposes, your deliverables/touch points
can be part of your brand standards guide.*

Yeah! You are done.