

**Creative brief template**

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| --- | --- |
| Date |  |
| Contact details |   |
| Campaign name |  |

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|  | **Things to think about** |
| Campaign overview | What is the campaign and how does this artwork fit in to it?  |
| Outputs | What you actually need, for example x3 Instagram graphics, 2 x website banner images and 1 x infographic |
| Dimensions | Provide dimensions for the outputs that you need.  |
| Target audience | You might need different versions of the same content if you are using it across multiple channels and multiple audiences |
| Tone | Will it be serious, instructional, informative, engaging, professional, humorous, etc? |
| Required elements | What has to be included in the designs?  |
| Call to action | What is the one thing you want people to do?  |
| Branding | Share your brand guidelines, and those of any partners you’re working with. Which logos need to be included, what is your brand font, etc? |
| Budget  | Your budget might impact how long the designer spends on your artwork, or how many rounds of amends you will be able to do.  |
| Timings | When do you need to see a first draft, how long will it take you to collate feedback and share it with the designer? What’s the deadline for receiving the final artwork?  |
| Supporting documents | Provide a word document with any copy and instructions to the designer. Ideally this will be copy that has been signed off so that you are making only a few amends to the copy when you see it in the artwork.  |
| Other useful information | Anything else the designer should know. |

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If you have found this template helpful, you might be interested in the other
[guidance and resources](https://ciof.org.uk/events-and-training?types=999&start=01-Jan-0001%2000:00:00&end=31-Dec-9999%2000:00:00) we have available just for members.

Find out more about [membership](https://ciof.org.uk/membership).