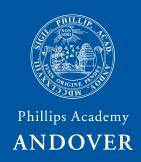
Creative Brief

Office of Communication



Please come to the project kickoff meeting prepared to discuss the following and/or fill out in advance.

Overview Please provide a brief summary of this project. What is your goal/objective?
Deliverable What type of communication will this be? A brochure, email, webpage, postcard?
Target Audience(s) For example, all alumni, Abbot alumnae, current parents, prospective students?
Key Message(s) What are the two or three most important things the audience should understand?

Tone In what tone will this be written? Formal? Familiar? Is it a story? Is it simply conveying information?
Visuals Any key brand elements that must be included? Any colors to use or avoid? Do you want this to look historic? Elegant? Funky? Contemporary?
Additional Notes / Comments
Details
Project Name
CMM Project Lead
Client Project Lead*
Budget [†]
Date initiated
Delivery/Drop Date
Client Signature

^{*} The client project lead is responsible for routing drafts for review and gathering feedback; clarifying edits and comments that might conflict; consolidating edits and comments; providing this feedback in a timely manner to the CMM project lead.

 $^{^{\}dagger}$ The client is responsible for all costs associated with the project (approved by department manager).