



## Designing Marketing Materials Creative Brief

We pride ourselves on our ability to tailor marketing materials specifically to your company or organization. To help us meet that objective, please email us at [art@companyfolders.com](mailto:art@companyfolders.com) with:

1. Your name
2. Email address and phone number
3. This document (once completed)
4. Your logo (ideally 300 dpi or greater, or a vector image)
5. Any other marketing collateral designs you have (business cards, brochures, etc).

Please answer the questions below. The more details you give us, the easier it will be to create a design that matches your vision.

What is the name of your company/organization?

What does the company/organization do?

What adjectives best describe your company/organization?  
(Examples: authoritative, innovative, stylish, caring, etc.)

Who is your target audience?



What product do you want us to design? Please include a Company Folders SKU number. If you would like your product to have a custom die cut, please describe it below.

What is the purpose of this marketing material?

List some examples of marketing collateral designs you like (you can attach or link images), and describe what you like about them:

Name one or more things that your marketing collateral design absolutely must include.

What is the URL of your website? (If you don't have a website, please write "None.")

Do you want your marketing collateral design to match the current design of your website? (If you don't have a website, please write "None.")