

# BRIEF

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Please answer the questions below. This allows us to customize a strategic and creative solution to the character of the project and your expectations.

## Identity data

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Please enter the name of your company / institution, your name and surname, position held, phone number, email and possibly a web page.

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## Company Overview

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1. Please describe shortly your company or project?

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2. What is your desired brand image and personality. What should be the association with the brand?

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## IDEAL DESIGNS

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3. What associations with the brand are the most undesirable?

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4. What adjectives should describe the project (eg. prestigious, friendly, innovative, elegant, etc.)?

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5. Who are your customers (present and potencial ones)?

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6. Who is the target group of the company/project (eg. age, sex, education)?

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7. Describe briefly your surroundings and competitions. What entities compete with you?

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8. Are there additional issues to be taken into account when preparing a strategic and creative solution?

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