



BRAND IDENTITY & STORYTELLING DESIGN SERVICES

CREATIVE BRIEF

A short questionnaire to complete before your project begins

A VETERAN-OWNED STUDIO LED BY TIMOTHY LEE SPIGELMEYER JR, US NAVY VETERAN

Every design we make is meaning-making, not decoration. It starts with your story, and this brief is where we learn it. Answer in your own words.

Type straight into the boxes, save the file, and email it to timothy@spigiproductions.com with any logo files or photos attached. Not sure about a question? Skip it and we'll talk it through.

Boxes expand as you type; write as much as you like. You can also attach extra pages or documents when you email it back.

SECTION 01

BUSINESS BASICS

The details that will appear on your logo, cards, and site.

Business name, exactly as it should appear

Spelling, capitals, and punctuation just the way you want them shown.

Owner / main contact name

The person we'll work with day to day.

Show this name publicly?

On your site, cards, or social profiles.

☐ Yes

☐ No

☐ Not sure

Phone

Note if it's okay to show on your site.

Email

Where we'll send mockups and questions.

Hours

"By appointment" is fine.

Current website URL

Leave blank if you don't have one yet.

Location / service area

City and state, plus the area you serve.

Shipping

Do you ship? Where to? Any limits or costs?

Social links (full URLs)

For example <https://instagram.com/yourshop>, one per line.

SECTION 02

WHAT YOU DO

In your words, not ours.

Describe your business in one sentence

Say it the way you'd tell a new customer at a market table. A few sentences is fine too.

Products and services you offer

A rough list is perfect; add prices, materials, or details if they help.

Your specialty

What you're known for, or want to be known for, and why.

Categories of work

How you'd group work in a gallery, e.g. hunting, kitchen.

SECTION 03

YOUR AUDIENCE

Who you're really designing for.

Who buys from you?

Age, location, trade, hobbies; whatever you know.

What do they care about most?

Quality, price, story, custom fit, speed?

SECTION 04

YOUR BRAND

What you already have, and how you want it to feel.

Do you have a logo now?

If yes, please attach the files.

- ☐ Yes ☐ No
☐ A sketch or old version

Do vector files exist?

AI, EPS, SVG, or PDF from your designer.

- ☐ Yes ☐ No ☐ Not sure

How open are you to changes?

There's no wrong answer here.

- ☐ Keep it as is ☐ Light refinements ☐ Open to a fresh start

Colors to keep

Any colors that are already "you."

Colors to avoid

Anything you or your customers dislike.

Brands or websites you admire

Any industry; tell us what you like about each.

Three to five words that describe the feel

For example: rugged, honest, handmade, refined. Add why, if you like.

Taglines or phrases you already use

Anything customers already know you by.

SECTION 05

PROJECT SCOPE

Check everything that applies, then add any details in the boxes.

What do you need?

Pick as many as you like.

- | | | |
|--|---|---|
| ☐ Logo / brand identity | ☐ Website mockup | ☐ Business cards |
| ☐ Social graphics | ☐ Merch (shirts, hats, stickers) | |
| ☐ Other / details: | | |

Website pages needed

Only if you checked website mockup.

- | | | | | |
|---|---|--------------------------------|----------------------------------|-------------------------------|
| ☐ Home | ☐ Work / Gallery | ☐ About | ☐ Contact | ☐ Shop |
| ☐ Other / details: | | | | |

Must-have website features

The things your site has to do.

- | | | |
|---|--|---------------------------------------|
| ☐ Contact / quote form | ☐ Photo gallery | ☐ Online store |
| ☐ Other / details: | | |

SECTION 06

CONTENT CHECKLIST

Check what you can send us. Missing pieces are fine; we'll plan around them.

I can provide

Attach files to your email or share a folder link.

- | | | |
|---------------------------------------|--|-------------------------------------|
| ☐ Logo files | ☐ Photos of my work | ☐ About text |
| ☐ Testimonials | ☐ Current business card | |

Photo notes

For each photo: project name, material, and category.

Testimonials

Real customer words only, shared with their okay.

About you

Who you are and how you started; we'll help shape it.

SECTION 07

TIMELINE, BUDGET & DECISIONS

Helps us shape the scope to fit.

Ideal timeline or key date

A launch, show, or season you're working toward.

Budget range and notes

A range is plenty; it helps us fit the scope.

Who makes the final decision?

Name and role, plus anyone else who weighs in.

SECTION 08

APPROVALS

How you'd like to see the work and sign off.

How would you like to review designs?

Choose any that work for you.

☐ Mockup board (PDF / images)

☐ Live preview link

☐ Video call walk-through

Who signs off on the final design?

Name and role.

Anyone else who should see drafts?

Partners, family, a business advisor.

Anything else we should know?

Stories, must-haves, worries, or ideas. Write as much as you like.

WHAT HAPPENS NEXT

- ① **WE REVIEW YOUR BRIEF**
We read every answer and reach out with any questions.
- ② **WE SEND A MOCKUP BOARD**
Concepts and directions laid out together for your feedback.
- ③ **WE REVISE**
We refine the work based on your notes.
- ④ **WE DELIVER**
Final files, organized and ready to use.

Completed by

Date

Thank you. We look forward to telling your story.

EXTRA ROOM

ADDITIONAL NOTES

Extra room for anything that didn't fit above: longer stories, lists, links, or follow-ups to any question.

Keep typing past the bottom of the box; it scrolls. Label notes with the question they go with, if that helps.