WINE LABEL CREATIVE BRIEF

We are providing this Creative Brief to use as a guiding tool. Please let us know if you have any additional questions. We will refer back to this brief as we move forward in this project.

GENERAL INFORMATION PROJECT NAME CONTACT INFO	BRAND NAME # OF SKUS Varietals EXISTING ASSETS we have the following elements available: Current label
ABOUT US ABOUT OUR BRAND A brief history, our brand values, our unique attributes, our position within the competitive landscape. The essence of our brand.	☐ Previous labels ☐ Logo ☐ Illustrations ☐ Brand Colors ☐ Brand Fonts
	TARGET AUDIENCE Our ideal customer: What they value, their demographics and their psycho-graphics.
PROJECT OVERVIEW Project description, project goals. Where it will be sold. If why now. This is the void that we are filling. How will such	Price point. This is why we are tackling this project and cess be measured?
COMPETITOR ANALYSIS These are our main competitors - our similarities and our differences.	LIMITATIONS Examples: existing die line, bottle shape, bottling date, known printer, etc
CONSIDERATIONS We would like you to consider the following as you are exploring design.	

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