

# **CREATIVE BRIEF:**

## EVENT BRAND IDENTITY & APPLICATIONS

### **1. Project Title / Event Name**

The name of the conference, festival, or convention.

### **2. Event Overview**

A concise summary of what the event is, what it's about, and its purpose or mission.

### **3. Objectives**

What should the brand identity achieve? (e.g., Create a recognizable identity, attract new audiences, reflect core values)

### **4. Target Audience**

Who is the event for? Include relevant demographics (age, location, profession) and psychographics (interests, behaviors, values).

### **5. Brand Personality / Attributes**

Brand personality is the set of human traits or characteristics associated with a brand. It defines how the brand would behave or feel if it were a person.

3–5 words that describe the desired character of the brand. (e.g., experimental, vibrant, intellectual, inclusive, rebellious, empowering, playful)

### **6. Tone of Voice**

Brand voice is the style of communication the brand uses across all messaging — written, verbal, or visual. It's a direct expression of the brand personality through language and tone.

How should the brand “speak”?

(e.g., formal, provocative, friendly, credible, warm, emotional, empathetic, grounded, hopeful)

### **7. Key Message / Tagline**

A phrase or core idea that captures the event's spirit or positioning. (e.g., “Shaping Tomorrow,” “Voices Unbound”)

### **8. Event Details**

Include essential info like name, location, date(s), duration, and frequency (e.g., annual, biennial).

### **9. Deliverables / Applications**

What branded materials or touchpoints will be created? (e.g., posters, signage, social assets, stage design, merch)

### **10. Insights to Inspire**

Unique facts, trends, themes, or cultural observations that can spark creative thinking and direction. (e.g., A shift toward sustainability in festivals, local cultural influences, multi-sensory experience, technology optimism vs anxiety, immersive experiences, tactile over digital)