

What is a creative brief?

- A creative brief is a document that will help everyone to be on the same page for these two projects.
- It helps define the project's strategy and goals and provides a clear vision for each Commission member.
- These creative briefs should be passed on to all necessary stakeholders to communicate the vision for the project and gather changes that need to be made ASAP.

Creative briefs are essential because they:

- Help the Commission agree on expectations, deliverables, and deadlines.
- Ensure work is done correctly and to the proper standard.
- Ensure clear communication during project development.
- It will keep all of us organized.
- Define our flag and seal brand and its goals.
- It will force all of us to learn about the history of our flag and seal.