

# Creative Brief

PROJECT NAME

TODAY'S DATE

## About UCSF

The University of California, San Francisco (UCSF) is the leading university exclusively focused on health. Our passionate focus fuels a creative and collaborative environment, where scientists, clinicians, educators, students, and trainees work together to improve health – from San Francisco to every corner of the world.

We accelerate the discovery and application of ground-breaking science. We train tomorrow's health care leaders. We battle the most devastating diseases. We provide compassionate patient care. And we work as one in our pursuit of advancing health worldwide.

## Project Summary

## Background

## Objective & Goals

## Target Audience

*Check all that apply:*

- Internal employees    Faculty    Patients    Students  
 Alumni    Donors    Prospective donors    Thought leaders  
 General public    Other

## Deliverables & Specifications

*Media (check any that apply):*

- Brochure    Poster    Website    Ad  
 Print invitation    Electronic invitation  
 Other

Message

Tone

Budget

Timeline & Milestones

UCSF Project Team & Approvers

Additional Considerations

1. Identify and attach background materials to provide more context (“About” documents; other materials you have developed – or that your audience has seen; competitor information, ....)
2. Review brand showcase work to see if there are similar projects to yours already in development, or templates that you can use. Contact University Relations Brand Communications Team for further information.
3. Share the following guidelines (available on [identity.ucsf.edu](http://identity.ucsf.edu)) with your creative vendor to ensure that your materials express the UCSF brand appropriately:
  - UCSF Brand Positioning
  - UCSF Brand Identity
  - UCSF Use of Name
  - UCSF Drupal Web Templates
4. Refer your designer to the UCSF brand portal ([identity.ucsf.edu](http://identity.ucsf.edu)) and encourage them to sign up for a Brand Training.
5. Please see “[Process for Approval of UCSF Collateral](#)” to determine review process for your materials. When you’re developing your timeline, plan for review/changes from University Relations.