

JOB ID	INTAKE DATE (MM/DD/YYYY)	DESIGNER	ART DIRECTOR	PROJECT MANAGER
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# Creative Services Creative Brief



Please **SAVE TO YOUR DESKTOP / LOCAL DRIVE** and complete this form *in its entirety* in **ADOBE ACROBAT**, and then click **SUBMIT TO CREATIVE SERVICES** at bottom to send your request.

**DOES YOUR REQUEST CONTAIN:**

- MNPI (MATERIAL NON-PUBLIC INFORMATION)**  
  **CLIENT CONFIDENTIAL DATA**  
  **SENSITIVE/PROPRIETARY DATA**  
 **NONE OF THE ABOVE**

Project Name / Codename / Event Title			
Job Requestor Name		Job Requestor Dept. Code	
Billing Name (Employee approving costs)	Project Billing Codes (Mandatory fields)		Split Allocations (If applicable)
	Company Code	City Code	Dept. Code
	Company Code	City Code	Dept. Code
(If request is for IB, fill "Billing Codes" with "NA") NEED HELP? <a href="#">Find Your Dept Billing Codes with Nebula</a>			
Date Submitted	First Draft Deadline	Final Deadline	
Project/Event Coordinator(s)	Date of Event (If applicable)	Event ID / EMG Code(If applicable)	

**BRANDING** (Select all divisions that are hosting/sponsoring project/event)

NOTE: If two or more divisions are hosting/sponsoring, please either identify the preferred divisional branding, or indicate cross-divisional or corporate branding

- Corporate Branding  
  GS Cross-Divisional Branding (please specify details in Specs and Comments below)

- Division(s):**  AWM |  Business Initiatives (BI) |  COMPL |  CRG |  Controllers (CON) |  Treasury (TREA) |  CAO  
 CWS |  Engineering (ENG) |  GS Foundation |  EO |  FPA |  GBM |  GIR |  HCM |  Internal Audit (IA)  
 IB |  Legal |  Operations (OPS) |  Pine Street (PS) |  Platform Solutions (PFS) |  RISK |  TAX

**GBM / IB / ADVISORY PRESENTATION REQUESTS**

Target client/company URL:

GS logo on cover/section/content pages:  YES    NO

Size:  16:9 (usual/widescreen)    4:3 (legacy format)

Do you anticipate any additional requests for this project?

- YES (please specify in Specs and Comments below)  
  NO

**COLLATERAL TYPE(S)**

- Presentation Templates  
 S-1 Templates  
 Rider(s)  
 Deck Scrub  
 Other (please specify in Specs and Comments at bottom)

**COLLATERAL / SERVICES REQUIRED** (Select all collateral and/or services required)

Region(s)  Americas    EMEA    APAC | Size format(s)  US Standard    A sizes    Custom

**FIRMWIDE REQUESTS**

**EXECUTIVE OFFICE APPROVAL**

(Required for newly-proposed initiatives or communications that will be internal-facing or external-facing)

- External-facing  
*Global Marketing*  
 Internal-facing  
*Internal Communications*

Approved by

**COLLATERAL TYPE(S)**

- Corp Sponsor Ad  
 Agenda  
 Brochure / Booklet  
 Conceptual Design  
 Environmental Graphics  
 Flyer / One-sheet  
 Folder / Packaging  
 Save the Date (Digital)  
 Illustration  
 Infographic  
 Invitation (Print)  
 Invitation (Digital)

- Image Search  
 Labels  
 Map  
 Menu  
 Name Badges  
 Name Tents  
 PDF - Fillable  
 PDF - Interactive  
 Photo Retouching  
 Pull-up Banner  
 Poster  
 Postcard  
 Powerpoint / Holding Slide  
 Print Management  
 Project Management  
 Rebranding  
 Signage  
 Table Tent Card  
 Thank You Card  
 Wallet Card  
 Web Banner (Animated)  
 Web Banner (Static)  
 Word Banner  
 Other (please specify in Specs and Comments at bottom)

**SPECIFICATIONS AND COMMENTS** (Please provide additional details regarding the scope, timeline and deliverables of this project / event)