

DESIGN BRIEF FOR CLIENT

Date:

R & G Contact:

Pages in total (inc: attachments):

Getting Started

Client Name:

Contact Name:

Address:

.....

..... Postcode:

Telephone Number(s):

Fax Number:

E-mail Address:

Company Website Address:

Why Write a 'Brief'?

The key to good design is detail. A brief should include detailed information about what the project aims to achieve and ensures that we do not miss any vital elements. It will also clarify the requirements in your own mind. From the brief, we will provide design based on the information.

If you are unsure of what you want, our design team can work with you to clarify any areas and ensure that there is sufficient detail to begin a job.

Company Details

Company Statement (Type of Business):

.....

What are the aims of the design? For example, do you want to:

- | | |
|---|---|
| <input type="radio"/> Generate sales? | <input type="radio"/> Obtain information from your audience for research? |
| <input type="radio"/> Encourage enquiries/business? | <input type="radio"/> Relaunch identity of your company? |

Are you looking to:

- | | |
|---|---|
| <input type="radio"/> Appeal to new markets | <input type="radio"/> Consolidate your existing client base |
|---|---|

Details regarding your target audience:

Age range: Gender (please circle): M F BOTH

Financial status: Location e.g. City based:

Budget (a budget expectation will give us a good idea of the type of solution we will realistically be able to provide):

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Timescale (let us know if there is a specific deadline that has to be met):

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Existing designs (provide samples of what you consider effective/relevant design e.g. printed samples, website addresses and explain below why you like or dislike the design style):

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Project Details

General layout:

Size: No. of pages: Quantity:

Style and feel, e.g. casual vs formal, flashy vs low-key:

Colour preferences (include pantone references if known):

Material:

Supporting Materials

Images/ logos (please provide high resolution images in JPEG or TIF format relative to the size of the print area, or EPS format for logos)

Images/logos supplied (if applicable)

- On disk By e-mail Attached a hard copy to scan

Images NOT supplied (please tick if you would like the following services)

- In-house photography* Stock library images* Previously archived with AnchorPrint

Content (please supply text/figures in Word/Excel format) **HANDWRITTEN COPY WILL INCUR A FEE FOR TYPESETTING***

- On disk By e-mail Attached a hard copy (text to scan)
(We cannot be held responsible for changes that may occur to text when scanned)

*A charge will apply

Any other information

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.....
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Proofing

I would like a PDF proof by (date)

I would like a digital hard copy proof by (date)

Proof to (if different to contact name/address overleaf):

.....

Delivery

Please deliver to:

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