

design brief sheet

- Company Name _____
- Project Title _____
- Information about company, what they do what they are trying to achieve with this project

- Project message/theme

- Corporate guidelines (if any exist?) supplied none available
- Existing marketing material material examples (if relevant) supplied none available
- Competitors _____
- "Look" and "feel required" such as contemporary/traditional/brash/minimal/corporate/fun/examples of similar

- Target audience

- Logos and text - how will these be supplied, images - how will these be supplied or do they need to be shot/royalty free

- How graphs and any other graphical elements will be provided/or if they need to be generated

- How many design concepts will be needed/budget (time allowed) _____
- Production Specifications
number of pages _____
size _____
paper quality/stock _____
quantity _____
stitched ringbound etc etc _____
Full colour/spot colour etc _____
- Deadlines, for initial visuals/finished design/print
