

# Design Brief

Design, Marketing & Promotion Services.



## CONTACT

Name:   
Email:   
Phone:   
Company:   
Enquiry Date:  Due Date:

## PROJECT TITLE:

What is your project?

<input type="checkbox"/> Logo	<input type="checkbox"/> Website	<input type="checkbox"/> Brochure
<input type="checkbox"/> Postcard	<input type="checkbox"/> Infographic	<input type="checkbox"/> Poster
<input type="checkbox"/> EDM	<input type="checkbox"/> Social Media	<input type="checkbox"/> Powerpoint
<input type="checkbox"/> Flyer	<input type="checkbox"/> Branding	<input type="checkbox"/> Book
<input type="checkbox"/> Advert	<input type="checkbox"/> Map	<input type="checkbox"/> Form
<input type="checkbox"/> Other: <input type="text"/>		

**DIMENSION SIZE:**

## BACKGROUND:

Is there an existing style guide, brand assets or previous job examples to conform to? If so, please supply.  
Are there past projects to build from and improve on?

## PROJECT OBJECTIVE:

What is this communication aiming to achieve?  
eg. education, fundraising, increase sales, PR.

## INSPIRATION:

Please list three (3) examples of designs that have caught your attention or have inspired you, they can be anything from previous samples to something from the internet.

## TARGET MARKET:

Who are we talking to? What are the key demographics (age, gender, location, occupation etc) and what channel will be used for this piece.

<input type="checkbox"/> Male	<input type="checkbox"/> Female	<input type="checkbox"/> M&F
<input type="checkbox"/> Child	<input type="checkbox"/> Teen	<input type="checkbox"/> Adult
<input type="checkbox"/> Senior	<input type="checkbox"/> Australia	<input type="checkbox"/> International

## KEY DATES:

What dates are important for this communication?  
eg. launch, meeting, events.

## BUDGET:

What is the budget guide for this project? Low, Mid, High?

## STONE:

<input type="checkbox"/> Strong	<input type="checkbox"/> Fun	<input type="checkbox"/> Corporate	<input type="checkbox"/> Feminine
<input type="checkbox"/> Masculine	<input type="checkbox"/> Elegant	<input type="checkbox"/> Edgy	<input type="checkbox"/> Clean
<input type="checkbox"/> Vintage	<input type="checkbox"/> Bold	<input type="checkbox"/> Modern	<input type="checkbox"/> Vibrant
<input type="checkbox"/> Other			

## STYLE:

Fonts

<input type="checkbox"/> Sans Serif	<input type="checkbox"/> Serif	<input type="checkbox"/> Script	<input type="checkbox"/> <b>DISPLAY</b>
<input type="checkbox"/> Modern	<input type="checkbox"/> <b>CONDENSED</b>	<input type="checkbox"/> <b>TRADITIONAL</b>	<input type="checkbox"/> <b>Chemed</b>