

# 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  
 \_\_\_\_\_