



DESIGN BRIEF

As you know more about your business than anyone else, it is helpful for us to know how you see yourself and how you want to be seen. Another advantage of putting together a design brief is to help clarify your concept for yourself - to crystallise what it is your business is about and how you want to be perceived in the marketplace.

Experience tells us that having a good design brief is one of the key elements in a successful project - ensuring you get value for money and end up with a design you are happy with.

N.B. This is not a test - just fill in what information you can and include any ideas you may have.

Your Business/Company Details

Company Name Contact Name
Phone Fax
E-mail Web site URL

Your Business/Company Profile

What is the purpose of your business/company and what products/services do you provide?

How many staff do you have? How long have you been established?

Where do you fit into your industry and do you have a particular niche?

What is the perceived personality of your business/company?

What is your point of difference, is there anything unique about your product or service to make you stand out from your competitors?



Project Background/Objectives

What is the background of this project, why is it being done and what is its purpose?

Do you currently have a logo, brochure etc? If so what is the reason for the re-design and what do you like/not like about the previous version?

How do you want to be positioned to the audience - do you want to look like a big established company, or an exciting newcomer?

Do you have any specific goals for the logo/brochure etc? For example - I want to increase sales by 20% within 12 months

Time line/Deadline

Budget

Target Audience:

Age/gender/interests/locality

What do they already think about your business/industry?



Would they be primarily looking for information, or an easy, quick way to browse your products/services and make contact?

Who Are Your Competitors?

Please provide their contact/web addresses

What do you like/dislike about their promotions?

Key Messages

What is the primary message you want to communicate? What impression should it leave?

Please tick any of the following keywords which best suit the message you want to communicate:

- professional
- contemporary
- traditional
- friendly
- serious
- casual
- cutting edge
- affordable
- cheap
- expensive
- luxury
- exclusive
- personal
- mass market
- small business
- big business
- corporate
- mature
- distinguished
- approachable



Design Look & Feel

Inspiration - The more clues you can provide about your design tastes, the more likely we will be able to produce what you want! As professional designers we will not just copy the reference ideas you send - but will use it as the start of the design process.

Can you provide any examples of design looks/feels you like? Other examples of logos, business cards, letterhead or brochures?

What colour/imagery/font style/atmosphere, mood or feel?

Please tick some of the following keywords which are appropriate or have appeal:

- serene spiritual powerful professional hip classic elegant funky ethnic
- natural/organic hi tech fun flashy muted soft playful mellow comforting
- romantic sensual authoritative energetic historical

Anything to avoid?

Is there anything you don't like, or wouldn't want? Can you provide examples?

Please provide a few references of design ideas you like? Consider layouts, colours, navigation, graphics, fonts etc.