

Brief Outline



Name:

Organisation:

Contact Tel:

Contact email:

Contact address

Nature of requirement:

Website

Printed promotional materials

Exhibition design

Logos & branding

General questions

Do you have pre-conceived ideas or examples of something similar that will help inform the design & production?

Who is it for / Who is your target audience?
(demographic, race, social background)

What is your desired outcome?

Do you have an existing logo/visual identity that the design needs to adhere to? (fonts, colour scheme, logo, graphic devices)

Is this a one-off item or part of larger promotional activities?
Provide the context and what else is being produced.

What is your deadline?

Do you have a budget in mind?

Are there other organisations / competitors that are worth researching to inform this brief? What are they doing?
Identify what you like and don't like about their designed materials.

Will you need new photography / imagery or will you be able to provide this?

Are there particular values / emotions / qualities that you wish to communicate through the design and imagery? Think of some descriptive terms. i.e. reliability, dynamism, traditional, responsive, warmth....

For Websites

How many pages will be needed?

What is the scale of the site?

What will be the nature of the content?

i.e. text, images, video, blogs?

Does it need to incorporate specific functionality?

e.g. PDF downloads or a calendar

How often will you update the website and who will do this?

If you need to update the website regularly, are you familiar with Content Management Systems?

Do you already have a website hosting supplier?

If so, do you want to remain with this supplier?

Do you need a domain name/website address?

Printed promotional materials

Quantities? What shape & size should the design take?

Will it need to be disseminated and how will this be done ?

e.g. via post or at exhibitions

Do you have a print supplier or do you want us to manage the print production?

Where will you want them delivered to?

Exhibition stand design

Quantities? What is size / type of stand do you require?

Do you already own a stand unit?

Where will you want it delivered to?

Logos and branding

What is the context for the logo? Where will it be used?

E.g. on brochures, faxes, letterheads, websites, signage

Are there specific visual features of your organisation or forms/shapes that the logo should represent?

Are there particular formats that you require the logo in?

e.g. black & white, colour for print, reversed out.