

CONTACT DETAILS

Enter your details here.



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BRIEFING SHEET

*The below basic template is an aid to assist you in articulating your design requirements.
Please fill in whichever blocks you can into this PDF and email the form back to us.*

1.0 JOB NAME

What is the title of the project?

2.0 CLIENT

Who is the client?

3.0 DESCRIPTION

List the items that are required to be produced.

4.0 BACKGROUND

What is the background behind the client and project?

5.0 STRATEGIC OUTLINE

5.1 Objectives

What is the project's proposition and call-to-action?

5.2 Proposed outcomes

What results are you after?

6.0 TONE AND STYLE

What keywords describe the virtues you would like the collateral to communicate?

6.0 KEY COMMUNICATION

If you were to distil the collateral's message into one sentence, what would that be?

8.0 DESIGN CONSIDERATIONS

Are there any design guidelines and restrictions that need to be considered?

9.0 COLOUR PALETTE

Is there an existing colour preference?

10.0 TARGET AUDIENCE

Who is the collateral targeted towards

10.1 Primary

10.2 Secondary

11.0 TIMEFRAME

What is the deadline of the project?

12.0 ADDITIONAL INFORMATION

Can you provide us with any additional information?