



CLIENT DESIGN BRIEFING DOCUMENT

PURPOSE

The creative brief lays out the visual design directions to explore and the objectives of the project. I will use the information on this form to make sure that we are on the same page throughout the creative process to deliver your message.

Business/Product Name:			
Contact Name:			
Web Site:			
Address:			
City:		Postal Code:	
Phone:			
E-mail:			

WHO ARE YOU? WHICH PRODUCTS OR SERVICES DO YOU OFFER?

WHAT KEYWORDS BEST DESCRIBE YOUR BUSINESS?

DEPENDABLE		PROGRESSIVE		TRADITIONAL	
ESTABLISHED		EDGY		STRONG	
ENTHUSIASTIC		UNIQUE		INTEGRITY	
PRECISION		ORIGINAL		MAINSTREAM	
FUN		SERIOUS		HI-TECH	
OTHER:					

WHO IS YOUR AUDIENCE?

WHO IS YOUR PRIMARY COMPETITOR? (include web address if possible)

WHAT DO YOU WANT THIS PROJECT TO SAY ABOUT YOU?

WHAT'S YOUR FAVOURITE/LEAST FAVOURITE COLOURS AND WHY?

FAVOURITE COLOURS:	
LEAST FAVOURITE COLOURS:	
Why?	

LIST LOGOS YOU LIKE & EXPLAIN WHY? (include web address if possible)

COMPANY LOGO	WEBSITE
	http://www.
	http://www.
	http://www.
Why?	

WHAT WOULD YOU LIKE TO PRODUCE? (check all that interest you)

GRAPHIC DESIGN			
LOGO	<input type="checkbox"/>	BROCHURE	<input type="checkbox"/>
COMPLETE CORPORATE ID	<input type="checkbox"/>	FLYER	<input type="checkbox"/>
POSTER	<input type="checkbox"/>	ADVERTISEMENT	<input type="checkbox"/>
LETTERHEAD	<input type="checkbox"/>	NEWSLETTER	<input type="checkbox"/>
PRODUCT LABELS/ STICKERS	<input type="checkbox"/>	BUSINESS CARD	<input type="checkbox"/>
ANNUAL REPORT	<input type="checkbox"/>	CORPORATE PROFILE	<input type="checkbox"/>
INVITATION	<input type="checkbox"/>	EMAIL SIGNATURE	<input type="checkbox"/>
STATIONERY DESIGN: LETTERHEAD	<input type="checkbox"/>	STATIONERY DESIGN: INVOICE & QUOTE	<input type="checkbox"/>
SOCIAL MEDIA PROFILE PICTURE	<input type="checkbox"/>	SOCIAL MEDIA COVER PAGE	<input type="checkbox"/>
WORDPRESS WEBSITE	<input type="checkbox"/>	IMAGES FOR WEBSITE	<input type="checkbox"/>
OTHER:			

SIGNAGE AND PRINT					
PRODUCT	QTY	SIZE	PRODUCT	QTY	SIZE
VINYL STICKERS CUTOUT COLOUR			VINYL STICKERS FULL COLOUR PRINTED		
SIGNBOARD CHROMADEK			SIGNBOARD PERSPEX		
PVC BANNER			ROLL UP BANNER		
T-SHIRTS HEATFLEX (GARMENT HEAT TRANSFER)			CORRUBOARDS (VINYL FULL COLOUR PRINT OR CUT OUT STICKER LETTERING)		
FRIDGE MAGNETS			VEHICLE MAGNETS		
CANVAS PRINTS			WALLPAPER PRINTS		
POSTER PRINTS			VEHICLE DECALS		
OTHER:					

DO YOU HAVE A SPECIFIC DEADLINE FOR THE PROJECT?
(PLEASE SPECIFY IF THERE ARE PROJECTS THAT NEED TO BE COMPLETED MORE URGENTLY THAN OTHERS)

DATE:	
DESCRIPTION:	

ANY OTHER INFORMATION?

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