



PROJECT BRIEF

INSERT ANY RELEVANT INFORMATION ABOUT YOUR COMPANY. DESCRIBE WHAT YOUR COMPANY DOES, HOW LONG YOU'VE BEEN IN BUSINESS FOR ETC.

WHAT IS THE VISION OF YOUR DESIGN? WHAT WOULD YOU LIKE YOUR DESIGN TO COMMUNICATE?

PLEASE WRITE OUT THE INFORMATION EXACTLY HOW YOU WOULD LIKE IT TO APPEAR IN THE DESIGN:

DO YOU HAVE A TAGLINE YOU WISH TO USE? (LOGO)

WHAT ARE YOUR FORSEEABLE USES? (LOGO ONLY)

TARGET AUDIANCE (BE AS SPECIFIC AS POSSIBLE):

DESCRIBE ANY EXISTING BRANDS THE NEW DESIGN SHOULD WORK WITH:

DO YOU WISH TO RECEIVE A STYLE GUIDE (THIS INCLUDES FONTS, COLOURS ETC)?

WHAT STYLE WOULD YOU PREFER

COLOURS:

SHOULD SPECIFIC IMAGERY / SYMBOLS BE USED (IF YES PLEASE EXPLAIN):

SHOULD SPECIFIC FONTS BE USED (IF YES, PLEASE EXPLAIN) OR EMAIL US THE FONT ALONG WITH THE BRIEF:

DESIGN IDEAS YOU LIKE (PLEASE PROVIDE URL LINKS WHERE POSSIBLE):

IS THERE ANYTHING ELSE ABOUT THE DESIGN THAT YOU WOULD LIKE TO MENTION?