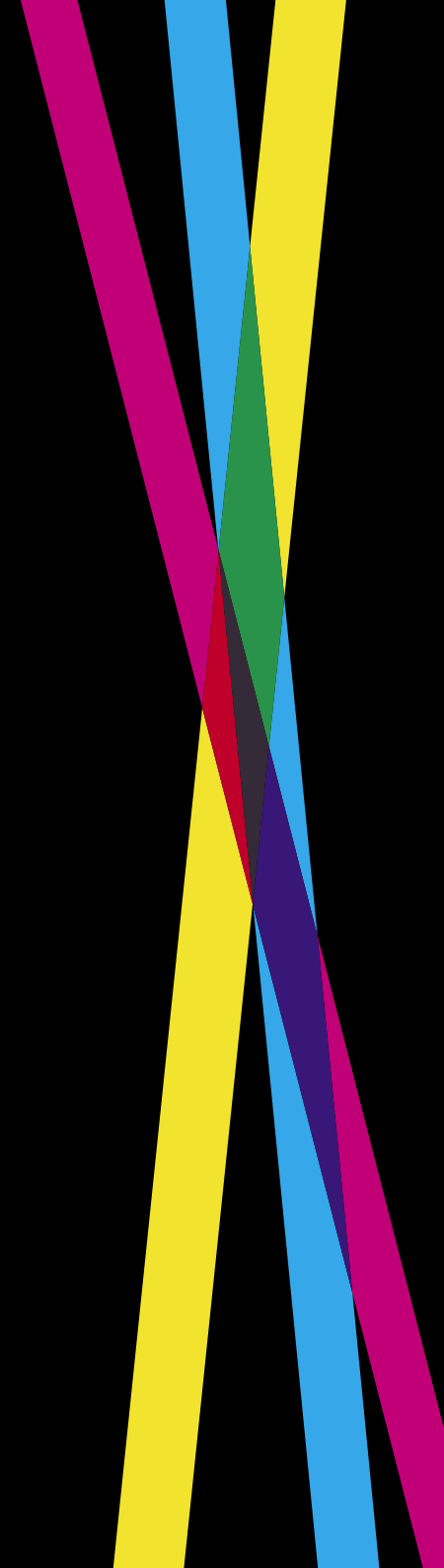




— **CREATIVE
BRIEF
GUIDELINES**





WHY DO I NEED TO WRITE A BRIEF?

Before we start any project we need to fully understand what your creative objectives are. This will be essential to ensure your project is successful. Never assume we are mind readers or 'we know, what you want'.

If you are not used to working with a designer, or even if you are an experienced marketer, this helpful guide will show you what is expected out of both parties. Provide as much information as possible. Remember, the devil is in the detail!

By following this guide, you can...

- understand our working process, which will...
- make your project run as smoothly as possible
- allow us to achieve our best work for you
- complete the project on time
- and (most importantly) on budget!

THE BRIEF - DETAILS TO INCLUDE

YOUR NAME.

MOBILE/PHONE.

DATE.

COMPANY NAME.

EMAIL.

INTRODUCTION. What does your business do/where are you based/who is your customer base?

WHO ARE YOUR DIRECT COMPETITORS. Local or National. Give websites addresses, what edge do you have over them (if any).

PURPOSE. Why is this project needed? Launch a new product. Rebrand. New event.

WHERE IS PROJECT TO BE SEEN.

ONLINE (DIGITAL)

OFFLINE (PRINT)

IF PRINT DO YOU REQUIRE US TO QUOTE?

BOTH

THE BRIEF - SPECIFICS.

WORK REQUIRED. Logo/brand guidelines/brochure/website etc.

SIZE. Be specific. Print in mm/cm or metres. Digital in pixels

PAGES/SECTIONS.

HOW WILL YOU BE SUPPLYING IMAGES. (if needed)

OWN PHOTOGRAPHY*

* Please note: If we feel the photography is not good enough and detrimental to the project we may suggest stock images. Additional charges will apply.

COMMISSIONING PHOTOGRAPHY**

**We have regular photographers we work with and can brief on your project. If you would like us to Art Direct the photo shoot, additional charges will apply.

DESIGNER TO SOURCE STOCK IMAGES***

***Additional charges apply depending on how many images needed. Please allow this into your time frame before the project is started.

HOW WILL YOU BE SUPPLYING THE COPY. (if needed)

WORD/GOOGLE DOCS*

*Word docs are our preferred method. This needs to have been spell checked and approved before it is sent to us. If the copy is changed mid project, additional charges will apply. NOTE: If you are supplying a document with tabs in, please use tabs correctly not the space bar.

COPYWRITER**

**If you are not used to supplying copy, we would recommend a copywriter to write on your behalf. Please allow this into your time frame before the project is started.

DESIGNER TO SOURCE COPY***

***Additional charges apply depending on how much copy is needed. Please allow this into your time frame before the project is started.

ANY OTHER DESIGN INFORMATION YOU CAN SUPPLY.

DO YOU HAVE BRAND GUIDELINES

SUPPLYING A LOGO (EPS)

PART OF A SERIES (PREVIOUS COPIES)

DEADLINE. A specific, realistic date, not ASAP. (everyone says ASAP!) If it is for a launch date/event that cannot be moved tell us from the start.

BUDGET. Please be realistic. If we don't think we can produce our best work for your budget we may suggest other options.



Got a query?

We are friendly and approachable so if you have any questions relating to these guidelines, please don't hesitate to give us a call or arrange a meeting.

THE COLOUR SUITE LIMITED

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