

Briefing sheet

For office purposes only:

Job Number:

Customer:

Project Name:

We advise all data is adherent to the GDPR Guidelines

Tell us about you

In as few or as many words as you need tell us about your business:

Think about; Who are you? What do you do? How do you do it?

Tell us about your project

What is it?

What is it for/its purpose?

What do you hope to achieve with your project – what is the goal?

Maybe you are looking to increase awareness of your service or product, repositioning or even a new launch of something?

Who is the target audience/ who is it aimed at? B2B B2C

Think about who they are, what they do, what is their age, what things might they be interested in?

Do you have any competitors?

Who are they?

Do you have any examples of work/styles you like?

Do you have any examples of work/styles you don't like?

What are the time-scales of the project?

When are you looking to have everything completed by?

First proof:

Final Artwork:

What will be the longevity of the project?

Is it seasonal or evergreen?

What is the deadline for delivery?

Have you got a budget for the project?

Does this project follow an existing style of fit with any previous projects? Yes No

If so can you provide any details/examples?

Do we need to follow brand guidelines – if so can you supply these? Yes No

Do you have copy or is copy required?

Do you require imagery – photography, illustrations or stock shots? Yes No

If 'yes' do you have any direction you want to offer or would you like us to provide.

Do you have any guidance/thoughts/preferences on style, Imagery or Visuals?

Are there any specific things we should include or anything we should avoid?

The following may be suggested by the designer but if you already have some thoughts please feel free to complete the questions below.

What is the format?

What is the size?

How many Pages?

How many colours?

Any finishes?

Quantity?

How do you want artwork supplied?

Finally, is there any other information that you can supply that might be relevant to the project?