



TEMPLATE DESIGN

CREATIVE BRIEF (THE STARTING POINT)

COMPANY PROFILE

Overview of Company, products or services and/or mission statement:

DESIGN OVERVIEW

Document & Sizes Required: i.e. Brochure, Catalogue, Letter, Fax, 3 Panel Brochure, Business cards etc. U.S. / ISO. How many pages per brochure etc? (estimate).

Targeted Message: What should your template layout (colors, images and text) say to your audience overall?

Perception / Tone / Attributes: How do you want your target audience to respond to your company's templates? List any adjectives describing the message you would like the layout to convey, for example: *cost-effective, solid, secure, reliable, efficient, modern, trendy, classical, high-tech, bold, conservative, abstract or unconventional, fresh, new, lively, hip, colorful, white or black background, etc.* Think about how you want your target audience to perceive your company from these templates alone.

1. What are some specific visual goals and "key words" the design should convey?

2. What might the viewer be looking for in the design in order to connect the visual to your product or service? For example: Any particular symbols, icons or colors?

3. Do you have specific ideas you feel appropriate for the design? (You may also note details below in the *Current Artwork* section.)

Taboos. What to Avoid: What should be avoided in the design or creative strategy? What needs to be left out visually? E.g. colors, symbols, icons, visual suggestions, references, etc.?

CURRENT ARTWORK

LIST BELOW any current artwork, client sketches or ideas you will be providing:

Any existing designs, logos, icons, photos or colors you would like to incorporate in the design?

If so, please submit via email, on disk or otherwise detail below:

Provide **business name** exactly as it should appear (or be applied) in the layout:

Provide **company slogans**, text or other information to be included in the design, with relevant instructions:

OTHER APPLICATIONS

What applications (if any) might you require now, and further down the line?

E.g. website, powerpoints / keynotes, business cards, stationary, bulk mailers, magazines/publications, clothing, vehicles, flyers, brochures, posters, billboard or other large formats, etc.

PLEASE NOTE: Additional design costs are charged for the “design” of other print material, e.g. stationary, brochures, mailers, etc. These costs will be quoted separately and can include printing estimates, if requested.

ESTIMATED TIME FRAME

Please specify your estimated time frame for the project, or by which date you will require a finished design.

PLEASE NOTE: All time frames set forth are crucially dependent on timely feedback from the client for each stage of the design process.

NOTES / COMMENTS

Please include any further details, questions or creative direction here: