

Creative Brief

Private and confidential – For client approval

DATE

NAME

COMPANY NAME

PHONE

FAX

EMAIL

ADDRESS

POSTCODE

WHAT YOU NEED

- | | | | |
|-----------------------------------|---|-------------------------------------|--|
| <input type="checkbox"/> Logo | <input type="checkbox"/> Business Cards | <input type="checkbox"/> Letterhead | <input type="checkbox"/> Promotional Items |
| <input type="checkbox"/> Poster | <input type="checkbox"/> Brochure/Publication | <input type="checkbox"/> Newsletter | <input type="checkbox"/> Website |
| <input type="checkbox"/> Press Ad | | | |

DESCRIPTION

- | | | |
|--------------------------------|----------------------|----------------------|
| <input type="checkbox"/> Cover | <u>Cover Stock</u> | <u>GSM</u> |
| <u>Stock</u> | | <u>GSM</u> |
| <u>Size</u> | <u>Finished Size</u> | <u>Printed Pages</u> |
| <u>Qty</u> | | |

- | | | | |
|---------------------------------------|---------------------------------------|--|--|
| <input type="checkbox"/> Double Sided | <input type="checkbox"/> Single Sided | | |
| Colour | <input type="checkbox"/> CMYK | <input type="checkbox"/> PMS | PMS Colours: |
| Finishing | <input type="checkbox"/> Burst Bound | <input type="checkbox"/> Saddle Stitched | <input type="checkbox"/> Perfect Bound |
| Embellishments | <input type="checkbox"/> Emboss | <input type="checkbox"/> Foiling | <input type="checkbox"/> Spot UV |
| | <input type="checkbox"/> Celloglaze | <input type="checkbox"/> Die Cutting | |
| Bundling required for Salmat: | <input type="checkbox"/> Yes | <input type="checkbox"/> No | |

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design studio

WHY IT'S IMPORTANT TO HAVE AN EFFECTIVE PROJECT BRIEF

The most critical thing about making the approval process go smoothly is the creative brief. Your objectives should be very clear at the beginning of the project. A good creative brief serves as a benchmark during the life of the whole project and at the end, it serves as a brilliant measuring stick for the projects overall success. Every successful project begins with a good creative brief.

Please fill in the following sections that are applicable to your project.

STEP 1. YOUR COMPANY PROFILE

1.1 What does your organisation do?

1.2 How long have you been established?

1.3 What size is your company?

1.4 What is your niche market?

1.5 Who are your competitors?

1.6 Please identify those whose corporate images you like and for what reasons.

1.7 Do you have an existing corporate image that you would like to build upon; if so please describe. (ie. is it relaxed, young, professional, corporate, traditional, conservative. Be as descriptive as you can, and if possible, provide examples.)



STEP 2. YOUR COMMUNICATION OBJECTIVE

- To educate
- Sell a product
- Sell a service
- Build a brand
- Generate Sales
- Encourage enquires
- Gain subscribers
- Obtain information
- Other

STEP 3. YOUR TARGET AUDIENCE

3.1 Who is your target audience?

3.2 Demographic? (Age/s, sex, income, etc.)

3.2 Are there any sensitivities particular to your audience/client base that need to be taken into account or avoided?
(eg. Indigenous cultural issues, font size for elderly, etc.)



STEP 4. COPY

Will you be supplying copy? YES NO

If no, do you need a copywriter? YES NO

If you're supplying copy, please attach it to this brief form. Please ensure the copy includes all mandatories ie. relevant contact details etc.

I have attached copy.

STEP 5. BUDGET

Even if you can only supply a ball park figure a budget expectation will give us a good idea of the type of solution we will realistically be able to provide you with.

My Budget is _____

I have no budget at this stage

Notes:

STEP 6. TIMELINE

5.1 Delivery Deadline

5.2 Approval process

Approval processes can vary between each organisation. It may require only one person to oversee and approve the design process, or it could require a number of divisions and people to approve a design. Please specify your approval process so we can factor this into your timeline.



STEP 7. DESIGN ELEMENTS

6.1 Colours you use or would like to use:

Try to be specific - if it's blue and orange, describe them: sky blue and bright orange. If you know the PMS colour names that's even better!

6.2 Fonts you use or would like to use:

If you do not know - try to provide an example.

6.3 Images you use or would like to use:

Do you have photographs or illustrations you want to use? If not, and you wish to use images, we can help you search for existing stock images or coordinate a custom photo shoot.

6.4 Design examples and sources of inspiration:

Try to provide design examples that show the sort of designs you like and dislike.

CHECKLIST TO BRING ALONG TO OUR MEETING

- Examples of designs you like, existing marketing material
- Colours you like
- Photos/illustrations you would like to use
- Information about your competitors including: website addresses, logos, colours used



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