

Briefing Document

A design brief establishes clear expectations between a business and the designer.

Business name:

Client contact / main decision maker:

Contact number:

Contact email address:

Date final artwork required:

Budget (\$NZD):

Marketing objectives and target audience: (What do you want to achieve, who is it aimed at)

Format:

Specifications: (size / number of pages / resolution etc)

Brand Guidelines:

- Please provide brand guidelines, including font and colourschemes (if applicable to your business).
- Please also provide examples of existing design collateral, that the design work needs to match for brand consistency (if applicable).

Client to provide:

Please provide anything you want to use, e.g.

- Existing logos (hi-res or vector format)
- Final text (editable format such as word)
- High-resolution imagery (must have permission to use) or shutterstock.com references

New concepts:

Design is subjective, please provide at least 3 examples of design work you like (these can be attachments or urls).

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Additional services:

- Copywriting
- Digital marketing
- Printing
- Website SEO
- Web hosting
- Other

Terms of service:

Please familiarise yourself with my Terms of Service: www.clairenicholsdesign.nz/terms-of-service

FAQs:

If you have any questions, please take a look at my FAQs page: www.clairenicholsdesign.nz/faqs
or email ideas@clairenicholsdesign.nz

Further Information:

Please use this area to provide further information about the project