

Describe your company! Give a business overview, marketing history, your product and the reason for the creative brief  
 (Examples: branding, creative refresh, email marketing campaign.

<b>Contact person</b>	
<b>Contact details</b>	Phone number:
<b>Budget</b> The amount set aside for the project, the account number against which the activity will be charges, any constraints/variables there maybe on the budget.	Budget amount:
<b>Overview</b> Project information, summary of how the activity has come about; whether it's as a result of local decisions, research findings, new initiatives or the promotions of core business products and services of your school, preschool or children's centre.	
<b>Objectives</b> Your goals, measurable objectives, and outcomes. Branding is EVERYTHING! Example: (Redesign existing logo, stationary, color pallete.	
<b>Advertising and branding</b> Think about color scheme, slogan, font choice and etc.	
<b>Target audience</b> Who are the primary audience, secondary audience and stakeholders?	
<b>What do you want the audience to think, feel and do after seeing your communication?</b> 'What is your call to action?'	

<p><b>Deliverables required</b></p> <p>Copy, design, printed materials, banners, brochures, display advertisements, etc.</p> <p>Define the project and how it helps achieve strategic goals.</p> <p>Provide specific details of activity – ie printing 5,000 A4 fliers for letterbox distribution.</p>	<p><b>Brochures</b></p> <p>(Type and quantity)</p>
	<p><b>Text:</b></p> <p>(Font Choice if any)</p>
	<p><b>Banners:</b></p> <p>(How many and when)</p>
	<p><b>Signage:</b></p> <p>(What and when)</p>
	<p><b>Other:</b></p> <p>(What and when)</p>
<p><b>Tone and image</b></p> <p>(What style do you require – informal, warm, humorous, direct or functional?)</p>	
<p><b>Messages</b></p> <p>(The single most important message you want the target market to take from the activity –the one sentence that summarises your unique selling point. What are the features, benefits and value, prioritise the top 5 features and/or facts about the program/service and its value to the target audience?)</p>	
<p><b>Who are your competitors?</b></p> <p>(Other schools etc. What are their messages?)</p>	
<p><b>Selection of images</b></p> <p>(Where possible provide or suggest appropriate images. They should reflect/complement objectives, target audience, tone.)</p> <p>Don't forget to have consent forms signed for all photographs which have children in them.</p> <p>Ensure photographs are high quality and high resolution – minimum 200dpi.</p>	

<p><b>Mandatory inclusions</b> (Logos and legal disclaimer) For logo and brand usage and protocols refer to Logo style guide online. Logos/images do have copyrights attached.</p>	
<p><b>Schedule</b> (An indication of the timetable for the project from the time of the initial request to the completion of the project.  All critical dates should be included. Specify any time constraints or critical deadlines for the project ie departmental and government approval processes.  To ensure your activity is effective allow sufficient time for production.)</p>	
<p><b>References</b> See links below for visual aid or examples</p>	<p>Leave comments on a particular image or logo from reference. Sometimes looking at imagery can help visual ideas.</p>

**Creative brief approval/comment form**

Client (Project Manager / Brian Wells)

Signature: ..... Date prepared: / /  
Print form and sign

Brian Wells/Graphic Designer

Signature: ..... Date prepared: / /  
Print form and sign

## Graphics brief form

<b>Job description:</b>	<b>Date:</b>
<b>Client:</b>	<b>Tel:</b>
<b>Quantity:</b>	<b>PMS colour/s</b>
<b>Stock (paper)</b>	<b>Project size:</b>
<b>Scans/logos/photos (required)</b>	<b>Text supplied (signed off as final)</b>
<b>Finishing</b>  Web based version required	<b>Account number for billing</b>
<b>Delivery date:</b>  <b>Delivery details:</b>  <b>Distribution:</b>	<b>Notes:</b>

### Graphic design brief approval

Client and (Brian Wells/Graphic Designer)

Signature..... Date: / /

Graphic designer

Signature: ..... Date: / /