

GENERAL DESIGN BRIEF FORM

This document was created to help you to ask the right questions when preparing to start a new design project.

We then use these answers to assist us to supply a better service for your needs and better results for your design project.

Please complete the information that is relevant to your situation.

Instructions

- 1. This document is designed for a paperless workflow**
- 2. Open in Acrobat Reader and click to type in the appropriate boxes**
- 3. Save the document and email it back to us (design@intrasightgraphics.com)**
- 4. Acrobat reader can be downloaded for free at: www.adobe.com**

Other materials

Please send us a copy of any relevant documents and promotional materials you may have.

DATES

Date sent to Client:

Date returned:

Project deadline:

CLIENT INFORMATION

What's your business?

What Media would you like Intrasight Graphics to design?

CLIENT LIASON CONTACT DETAILS

Name:

Work numbers:

Mobile:

Email address:

CLIENT CONTACT DETAILS

Company name:

Work phone:

Web address:

Postal address:

PROJECT OBJECTIVE

Why you are starting this project and what would you like to achieve?

PROJECT DETAILS

Target audience:

Specific project goals:

Goal 1

Goal 2

Goal 3

Current design problem:

Project timing:

ADDITIONAL INFORMATION

Do you have existing brand guidelines?

What is the tone/feeling we should convey on your design?

Any specific colours you like/dislike?

What information will show on the design!?