



BRIEFING REQUIREMENTS - 5 MINUTE GUIDE

INITIAL DESIGN

Logo	Provided in a vector format, such as AI, EPS, Vector PDF (If not available I offer a logo vectorisation service at an hourly rate (A set fee cannot be set for this a logos vary so much)
Previous design examples	To be provided if branding consistency is required. Examples of these items are: Website, Business Cards, Flyers, Brochures etc.
Examples	Has there been anything that has caught the client's eye that can be used as design inspiration? Please limit these examples to 3
Content	All copy and content for first guide. With the view that this will represent future guides also (to a degree)
Regular sections	Such as 'What our clients think' etc
File format	Any requests for the provided file. Will it be required to be printed? How does it need to be shaped? Standard A4? Square?
Supporting artwork?	For emails, ad campaigns etc.

REGULAR GUIDE REQUIREMENTS

Copy	All copy provided in word format
Imagery	Any imagery that wants to be included in the guide in high resolution or vector format
Regular content	Any regular section content, including logos for 'What our clients think' etc.