

Design Brief Guide

A design brief is a clear written explanation given by the client to the designer at the outset of a design project. The main purpose is to get everyone started with a common understanding of what is to be accomplished. As a client you are spelling out your expectations. A well prepared brief is a critical starting point of the design process.

Company Profile

Providing a short outline of your organisation can help give us a better understanding of your company and industry.

Try to include:

- information about your products and services
- where you fit in your industry sector
- how you differ from your competitors
- what your niche market is
- how long you have been established
- how many staff you employ

Your Competition

Provide information about your main competitors. Ideally obtain samples of their marketing literature; visit their website as part of your research. This information will help highlight how best to differentiate your business and stand out in your market place.

Target Audience

Provide details of your primary, secondary and tertiary audiences. Explain if you want to consolidate your existing client-base or appeal to new markets. Detail any demographic statistics that may be useful in targeting them more specifically, for example; age, sex, income, occupation and location.

Your Existing Literature/Samples

Make sure your designer has sight of your company's current marketing material, even if this is to explain what you don't want from your new design. You may choose to show examples from other companies, even if unrelated to your industry. You might like the concept, the format and design structure or even the materials and printing techniques used. It might be the level of quality which you're looking to achieve.

Aims and Objectives

What are the main goals for this project? For example, do you want to:

- drive traffic to your website?
- generate more sales?
- encourage enquiries?
- obtain information about your audience?
- increase requests for your brochure?
- improve brand awareness?

Budgets

Being honest about available funds for design (and print production), even if only ball-park figures, can prevent designers wasting valuable time and resources in exploring ideas which may not be viable for financial reasons. In contrast it may also restrict their boundaries in creating effective, powerful solutions. If your budget cannot be accommodated initially, we will always propose solutions that can be - which you may not have considered.

Time-scales and Deadlines

Are there any critical deadlines?

Is completion required in readiness for an exhibition or a specific product launch date?

Do you need to allow time for research, concept work, photography and copywriting? Plan sufficient time for checking proofs and final production to meet your delivery deadlines. As a rule-of-thumb allow at least 2 weeks for design and 1-2 weeks for print. If your current requirements are more urgent DO NOT PANIC! We're used to handling 'rush' jobs and will do everything possible to meet your deadlines.

What next?

Armed with this information, go ahead and complete the Quote Form and send us your brief via the submit button. It's really that easy! We will call you to make sure we have understood everything so we can give you a quote for the work.