

# DESIGN BRIEF TEMPLATE

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Please complete this form and email to [design@chris-woodrow.co.uk](mailto:design@chris-woodrow.co.uk). Alternatively, you can print the form out and complete it by hand. This can then be given to me at our meeting or posted to **Chris Woodrow, 2 Folly View, Bampton Road, Black Bourton, Oxfordshire OX18 2PD**. Thank you.

## YOUR DETAILS

Name  Job title

Organisation name

Organisation address

Postcode

Telephone no.  Mobile no.

Email address

## YOUR ORGANISATION

Organisation sector

Number of employees  Sole trader  10 or less  50 or less  100 or less  100+

## YOUR REQUIREMENTS

What form will the materials for this project take? (e.g. a logo, leaflets, a newsletter)

How and where will the materials be deployed?

Who is the target audience for these materials?

What do you hope to accomplish with these materials?

## YOUR MESSAGING

What is the main message you are trying to communicate with these materials?

What would you like people to think of your organisation as a result of seeing these materials? (e.g. "This is a caring organisation" or "They are at the cutting-edge")

In just three words, what is the image you would like to portray of your organisation?

1.  2.  3.

Do the materials need to fit in stylistically with existing materials promoting your organisation? **Yes**  **No**  If yes, please provide some details below

Does your organisation have a set of brand guidelines for the production of marketing materials available for use by external suppliers? **Yes**  **No**

## YOUR TIMESCALES

Please provide provisional dates for:

<b>Supply of content to be included</b> (e.g. text & images)	<input style="width: 400px; height: 25px;" type="text"/>
<b>Submission of first drafts for review</b>	<input style="width: 400px; height: 25px;" type="text"/>
<b>Final approval of design work</b>	<input style="width: 400px; height: 25px;" type="text"/>
<b>Delivery of finished materials/printed copies</b>	<input style="width: 400px; height: 25px;" type="text"/>

Would you like me to provide print services for this project? **Yes**  **No**

If yes, please provide details of formats and quantities required below

## YOUR BUDGET

If you have a specific budget allocated for this project, please enter this below

Design £  Print £