

Campaign/Job name:

Job no:

Brief date:

Visual required:

Print/upload deadline:

Description

Background information, key messages:

Target audience/market:

Technical details

Please provide as much detail as possible

Portrait or landscape format:

Type/safe area: (adverts mm)

Bleed required: (adverts mm)

Final printed size: (height x width mm)

Number of pages/frames: of colours:

Final online size: (width x height pixels)

Paper choice: (gloss, matt, silk etc)

Supplied with brief

Please tick the relevant boxes

Logo (company)

Images (high resolution)

Product/material code

Logo (3rd parties)

Images (low resolution)

Brand styleguide

Copy

Cutterguide

Samples/examples of work

Deliverables

Please tick the relevant boxes

Print ready Adobe PDF file

Web compatible file (specify JPEG, PNG or GIF)

Print ready collected InDesign files

Web asset (such as interactive PDF)

Finished and delivered print job

Logo files (print quality EPS, JPEG or TIFF)

Concept design only (visuals supplied as PDF)

Overprints

Budget / contacts

Design: £

Images: £

Print: £

Your name, job title and contact details:

Think. Brief.

background

.....
Introduce your company, its brand values and, if applicable, its mission statement

research

.....
Provide details about the target market, desired outcomes and the competition

information

.....
The technical stuff! Perhaps the most crucial part of the brief

exchange

.....
Continue the dialogue throughout the entire design process. Keep talking!

feedback

.....
Did the campaign meet targets? Any knowledge shared will help improve future briefs

