**Design Brief Template**

**<Your business name>**

**Brief Date**

<Today>

**Deadline**

<Not tomorrow>

**Budget**

<Always provide a budget and be clear in what it needs to cover. E.g. graphic design, printing, stock images, illustrations, etc.>

**Overview**

<Your business name> is a <insert a summary on who you are and how you present yourself. Introduce your business! Explain your brand identity and define exactly what makes you, you.>

**Purpose**

<Your business name> needs to create a < Snap Up Reception Desk> as a marketing communications resource in order to <raise brand awareness at events>.

**Specifications**

|  |  |
| --- | --- |
| **Size** | <xxx mm (w) x xxx mm (h)> |
| **Sides** | <Single/Double> |
| **Die line** | <Y/N> |
| **Finish** | <Please assist us with selecting paper stock and suitable printing techniques with your preferred print supplier> |
| **Pages** | <20pp> |
| **Colour** | <Black and White/Full Colour/Spot Colour> |
| **Quantity** | <5> |
| **Imagery** | <We will provide/Please help us find suitable stock imagery/We require illustrations or infographics> |

**File format**

|  |  |
| --- | --- |
| **File type** | <Print-ready PDF> |
| **File transfer** | <Please transfer via DropBox to email@email.com.au> |

**Target Audience**

* Neurosurgeons
* British backpackers
* New parents
* University graduates

**Business Requirements**

The following elements must appear on the <Snap Up Reception Desk>. Please see our style guide for best practice.

* Logo
* Phone number
* Email address
* Website address
* Company tagline

**Visual Tone**

The visual tone needs to align with our style guide along with this brief and address the following keywords:

* High-end
* Crisp
* Friendly
* Natural
* Authentic

**Contact**

Please contact <name> on <0404 123 456> or <email@email.com.au> to discuss this design brief.