

D E S I G N B R I E F

Client:

Tel:

Email:

Date:

Budget:

Design type: Report / Corporate Identity / Poster / Other:.....

Required content:

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Target Audience (& relevant characteristics):

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Impression or feeling(s) you want to convey:

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Images or symbols that need or want to be incorporated:

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Colour choices: Full colour / Monochrome / Other

.....

Size / Number of pages: Deadline:

Client's approval: I agree with the above specifications