

Brief For Rooholic

Date:

Rooholic Contact:

Pages in total (inc: attachments):

Getting Started

Client Name: Contact Name:

Address: Postcode:

Telephone Number(s): Fax Number:

E-mail Address: Company Website Address:

Company Details

Type of Business:

What are the aims of the project? For example, do you want to:

Launch new brand | product | service?

Generate sales?

Create Awareness?

Provide particular information?

Introduce: company | brand | products | services | or.....?

Encourage enquiries/sales leads?

Relaunch identity of your company?

Obtain information from your audience for research?

Are you looking to:

Appeal to new markets

Consolidate your existing client base

Details regarding your target audience:

Business Client(Detail)

Consumer Client(Detail)

Timescale (let us know if there is a specific deadline that has to be met):

Existing designs (provide samples of what you consider effective/relevant design e.g. printed samples, website addresses and explain

Why you like or dislike the design style): some examples?

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Other information about the key objectives of the project:

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Project Details

Type of Project:

Strategy Development? CIVI Development? Logo design? Website? Brochures or Leaflets? Email Direct Marketing? Print Advertising? Meetings & Events?

Details about the project requirement: such as quantity, size, no of pages, etc.

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Style, Feel, Color Preferences: Some preferred examples if available.....

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Supporting Materials

Images/ logos (please provide high resolution images PSD/JPEG or AI/EPS format for logos)

Images/logos

Will be provided in high resolution

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Need in-house photography

Need design of a logo

Need stock library images

Content (please supply text/figures in editable format, otherwise a fee may occur)

All texts will be provided

Copywriting is required

Production & Delivery

Need Color proofing & Production Management?

Other requirements regarding Production & Delivery:

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Any other information

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