

Green Ink Design Brief

1. What are you asking us to design?

- A logo
- Publication cover
- Publication text
- A website
- A poster
- A CD sleeve/label
- A portfolio (folder + inserts)
- Stationery (letterhead, complements slip, business card, etc)
- Other (please specify):

Is this a new design or do you want us to refresh an existing design?

Are we to follow an existing branding guidelines or styleguide? If so, please provide us with these.

2. Describe the main impression, idea or message you wish to convey:

3. Would you like us to use photos or to create an original piece of artwork?

If photos, who will provide or select the images?

Is there a budget for photo hire?

Do's and don'ts

4. Please specify any themes or images you would like us to depict or to avoid:

5. Do you have any preferred colours you would like us to use? Are there any colours you wish us to avoid? Why?

Specify Pantone colours if possible:

6. Do you have any preferred fonts or type styles you would like us to use? Are there any fonts you wish us to avoid? Why?

Specify fonts or type families if possible:

7. Any other useful information? Can you give us examples of products you like or dislike and why?

8. What is the budget?

9. What is the deadline?