# HAPPY HOUR
## DESIGN & MARKETING

# DESIGN BRIEF FORM

**This form has been created to assist in clarifying your needs and expectations for production. Please take the time to complete the questions below as the design will be based upon the information we receive from you.**

Name _____ Company _____

Email _____ Phone _____

Media
What form or marketing material will be used to communicate your brand?
(i.e. flyers, brochures, newspapers, magazines, posters, brand, web, email)
_____

Audience
Who is your target audience? What age are they? Who are your competitors?
_____

Company
Describe your company in a few lines
_____
_____

Marketing
Is there a current marketing problem that needs to be improved
_____
_____

Content
What content can you supply us with for the design? (i.e. fonts, logos, images)
_____

References
List any relevant references that reflect your level of expectation & budget
_____
_____

**Constraints**

Do you have a style guide that needs to be adhered to?
Are there any existing designs that need to be taken into consideration when designing new material?

_____

**Objective**

What are the objectives of this design/printing project? (i.e. sell products, increase brand awareness, update & refresh our existing brand)

_____

**Tone**

What is the tone of this project? (i.e. fun, playful, corporate)

_____

_____

**Expectation**

In order to design and tailor a print solution we need to be advised of your expectations (i.e time & cost - as this will help us find the right design, print & marketing solutions to suit your requirements)

_____

_____

**Other**

List any other details that may help in the production of your project
(i.e. your preferred colours, fonts, styles, trends)

_____

_____

_____

_____

**Guide**

The following page has been left blank intentionally. If you have an idea which you would like us to adhere to please attach or quickly sketch.

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