



## Supplying initial brief

Because there are many variables and options available when setting up a project, it's beneficial at the start to understand what is needed, where it will be used and how it will be re-produced. For example, if a job is to be only ever printed in-house, we can design the layout accordingly, by allowing for a white margin around all sides of the page where typical office/home printers will not print. See below for a list of information which will help the designer determine what is needed.

### LOGO BRIEF:

- What is the full name that should appear as part of the logo
- Can the full name be abbreviated as single letters
- If abbreviated, must the full name appear as well
- Do you prefer Serif (eg. times new roman) or Sans Serif (eg. arial) fonts - or are we free to choose which works best
- Do you have preference of colors - or do we choose which works best
- Is there a limit to colors (should we only use 1 or 2 colors, or can we use full color) Note: white is not counted as a color.
- Will the logo need to work in mono (black - eg. faxing) and reversed out of a solid color/image
- Should an icon be included (eg. symbol) as part of the design - or should it be only typographical (letters only)
- What will the normal usage be for the logo (eg. all media, or only for web)
- How should the company be perceived in the marketplace from the logo (corporate, fun, modern, traditional, casual, edgy, reserved)

### STATIONERY BRIEF:

Includes; letterhead, business card, with compliment slip.

- job title
- size
- colors (mono, PMS, CMYK)
- deadline for design to be completed
- is quote needed before design work commences
- is a print quote needed (supply quantity and paper stock)
- how will the job be printed (internal, digital, offset)
- if internal, are trim marks needed, does the design need to consider no-print margin
- if internal/digital which format can it be printed from
- if offset, please supply contact details + how they can accept files

**NOTE:** If a logo is being designed, it is beneficial that the same designer also creates the stationery, to maintain a consistent feel and brand identity. It's also helpful if the same designer creates a style guide so any future design work - if done by a different designer - has a reference of colors, fonts, typography and client preferences.

### BROCHURE BRIEF:

Includes; DL, A4, A5 sized brochures, catalogues, annual reports, flyers, newsletters, magazines, etc.

- job title
- size
- how many pages
- if more than 2 pages, flatplan to be supplied
- folding required
- colors (mono, PMS, CMYK)
- text will be supplied in which format
- images will be supplied in which format
- designer to source images (extra charge may apply)
- deadline for design to be completed by
- is quote needed before design work commences
- is a print quote needed (supply quantity and paper stock)
- how will the job be printed (internal, digital, offset)
- if internal, are trim marks needed, does the design need to consider no-print margin
- if internal/digital which format can it be printed from
- if offset, please supply contact details of the printer, which files types they can accept and how they can accept files

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## Supplying content

To help make the design process efficient, listed at right are some tips on the best way to supply the original content (text, images, etc). Essentially, try to make it as logical as possible. This is especially important if working on a document more than a page long. ►

### WEBSITE BRIEF:

- Company name
- Is there an existing site - if so, please supply site address.
- Is there an existing corporate identity (eg. a style to follow)
- If no style is already available, what preferences are required (colors, corporate, funky, etc)
- How many pages are needed - please supply a list of page names (home, about, contact, etc)
- Has content been written - if so, please supply full content or approx word count for each page
- Is any animation required
- What is the purpose of the site (provide information, attract new customers, etc)
- What is the intended audience for the site (age group, gender, financial status, etc)
- Will there be a need to update frequently the content in the site
- Will any images be supplied...or do we choose suitable images
- How will the site be promoted (eg. through print advertising, search engine, word of mouth)
- How will people most likely find the site (eg. word of mouth, search engine, etc)
- Is search engine optimisation required (eg. will it ideally need to appear in the first few pages of a search engine site search. Note. this may need to be done by a third party for optimum results)
- What are the keywords for the site (eg. if selling washing machines, typical keywords might be 'washing machines, white goods, front loading, brand names, etc)
- Who are the competitors (if possible, please supply website addresses)
- Do you already have a domain name and hosting or would you like us to recommend someone
- Is there a deadline for the site to be completed.

## SUPPLYING CONTENT

### Supplying original content:

- if more than 2 pages, send flatplan at beginning
- supply all text in Microsoft word format or simple text or rich text.
- avoid supplying text in Excel files.
- avoid using text frames in Word to place text inside.
- avoid having double spacing between sentences
- use single line spacing between lines
- spell check the document before supplying
- adhere to maximum word counts per page to avoid spill
- supply all images as jpeg, tiff or bitmaps
- do not supply images inside word/powerpoint files
- supply all content preferably in one go
- ensure word file name matches article title
- ensure image names have logical name (avoid using names like DCP0123.jpg)
- if there is to be art taken from a previous issue/brochure, please supply location (issue, page number, location, eg. issue 28, page 8, bottom left)
- use short file names (eg. HowToSucceed.doc)

### Sending back changes:

**OPTION 1:** typed out in body of email, including location (eg. page 1, article name, col 3, para 4, change 3rd sentence to read ...)

**OPTION 2:** as 'adding comments/notes' to pdf file. Then email back pdf (you will need to have Adobe Reader version 7 or higher - which can be downloaded for free from [www.adobe.com](http://www.adobe.com))

**OPTION 3:** as hand written changes on hard copy, then fax back or email a scan. (must be clearly written).

- NEVER send a new Word file (with changes made in it) for text that has already been supplied and set into the layout.
- if more than a paragraph of text is to be replaced, supply complete paragraph in body of email (or as separate word/text file)
- if faxing back changes, do not write too close to the edge of the page - as the fax will cut it off (not print in the margin)
- if faxing back changes, do not write over tints or images - as it will come out black at the receiving end making it illegible.