

Name of Brief/Project:	
Client Company Name:	
Client Contact Person:	
Clients Contact Details:	

Company Profile

What your company does:	
When was the company established:	
Relevant company history:	
How does the company differ from competitors (and who are your competitors):	
Other important information:	

Your Aims/Goals

What are your aims/goals for this project: (e.g. To launch a new business brand, generate sales, inform your customers, gather information etc)	
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Your Target Audience

Primary & secondary target audience:	
Demographic features: (age, sex, income, occupation, location)	

Budget & Time Scales

Budget: (helps give us a good idea of the type of solution we can provide)	
Start Date:	
End Date:	

Description of the piece/design

Format: (logo, flyer, brochure, advert, business card)	
Content (copy, images, headlines, tables):	

Specifications of item/design required

Description of the item required (logo, flyer, brochure, advert, business card):	
Does the piece need to compliment a style/logo/branding/marketing:	
Mandatories: explain what elements are essential (e.g. Logo, business tag line, certain imagery, colours)	
Preferred colour pallet (if not already specified):	
Preferred font (if not already specified):	
Provide examples of design you like the look of:	
Designs/style/elements you DO NOT want to see:	

Copy

Copy/text for the design: (Alternatively does Boswell Designs need to provide an extra quotation for a website copywriter)	
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Imagery/Photos

Will all images to be used in the design be provided:	
If so, do they need to be edited in any way:	
If not, who will be sourcing these images (may require further briefing if Boswell Designs are to provide this service):	

Other Notes

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