

Client Project Brief

The best projects are created from briefs that are open enough to inspire ideas, while being specific enough to feel workable. This PDF brief is designed for us to gather key pieces of information that will help us to understand your needs. Please fill in the brief below as best you can. We will be in touch to clarify anything that may require more information.

We are only a phone call away if you'd like to discuss anything.
Call (UK) 0116 2403651 or (international) +441162403651 or email peter@ahcstudio.com

Project type and title:

(i.e. project could be: start-up company branding, website design, an existing company needing a rebrand to present a more professional image, business card design, leaflet or flyer design, poster, booklet/brochure, banner..etc)

Project contact: Name:

Email address:

Telephone:

Please choose how you would prefer to be contacted: **Email:** **Telephone:**

Project background:

(your company name, product/service information, please provide any existing samples of branding via web links, email or post so that we can ensure this project keeps within your company branding)

Project objectives:

(what is the purpose of this project? i.e. new branding to improve your business image? if it's a leaflet is there a specific offer or promotion? is it a general "we are here" promotion? new showroom? new product launch? what is your desired response? do you want people to go to your website to purchase products online? call to request more information? sign up for a newsletter? scan a QR code? visit your shop?... etc)

Target audience:

Secondary target audience:

(who is the project aimed at? what is your target audience/demographic?)

Competitors:

(please provide details of your competitors so that we can ensure your branding/promotions are different and stand out in order to give you a competitive edge)

Any weaknesses or challenges your company faces:

Work required:

(i.e. do you require design concepts? artwork? copywriting? printing? leaflet distribution?.. etc)

Project specifics:

(size? colours? number of sides/pages? look and feel?.. any special print finishing such as foils, spot varnish..etc)

Inspiration or existing artwork you like the look of:

(please provide web links or email or post any sample images, we will **NOT** copy a design but this will give us an idea of the styles you like. You can also select your preferred styles below:

Professional: Classy: Fun/Humorous: Trendy: Modern: Jazzy:

Edgy: Vintage: Grunge: Other: (please specify)

What not to do:

(please give any examples of styles you **DO NOT** like and anything we should avoid doing)

Images: Images will be supplied on cd or via email:

Photography shoot will be required:

Please specify details below: product shots? models? will models/props be required? on location shoot?

Images to be sourced from stock libraries:

Logos and text: (will these be supplied?)

Project budget:

Project schedule/deadline:

Any other information you would like to provide us with:

We appreciate you taking the time to complete this project brief.
Once the brief is sent to us we will confirm we have received it and then contact you regarding your project.

Please check this box if you would like to receive our monthly newsletter:

You can also manually save this PDF file and email it to peter@ahcstudio.com