

Hello

BLUE
Robin

Thank you for downloading the BLUE Robin Design Brief. In order to provide an accurate quote for your project please make sure to fill out as much as this Brief as possible with as much detail as you can. Please fill all fields showing a *. Please make sure all information is correct and that the appropriate fields are filled in and then email this brief to jamesbensly@bluerobin.uk as well as any additional attachments that will help with the project such as images/ font files etc. Once received, Initial Research will be carried out based on the information provided. A quote will then be sent through detailing the work within 24 hours of receiving this brief.

CONTACT NAME *

CONTACT EMAIL *

CONTACT NUMBER

<input type="text"/>	<input type="text"/>
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BUSINESS / CLIENT NAME *

TODAYS DATE *

ADDRESS *

PROJECT OVERVIEW

PROJECT DELIVERABLES - LOGO, PRINT DESIGN, MERCHANDISE ETC *

OBJECTIVE - WHAT IS THE PROJECT WORK SET TO ACHIEVE? *

DESIGN ELEMENTS - STYLE GUIDE, LOOK AND FEEL ETC

TARGET AUDIENCE

PROJECT TARGET - WHO ARE YOU TRYING TO REACH? *

BUSINESS / CLIENT AUDIENCE - WHAT IS THE USUAL DEMOGRAPHIC OF YOUR AUDIENCE? GENDER, AGE, PROFESSION, PERSONALITY, SALARY ETC *

DESIRED REACTION - WHAT ACTIONS DO YOU WANT YOUR AUDIENCE TO TAKE? *

BUSINESS / CLIENT OVERVIEW

DESCRIPTION - PLEASE BRIEFLY DESCRIBE YOUR BRAND *

COMPETITORS - PLEASE REFERENCE YOUR COMPETITORS *

BRAND PERSONALITY & USP - WHAT CHARACTERISTICS DEFINE THE BRAND? WHAT IS THE UNIQUE SELLING POINT OF YOUR BRAND? *

PROJECT REQUIREMENTS

LIKES - COLOUR, STYLE ETC*

DISLIKES - COLOUR, STYLE ETC*

NOTE

Please make sure to include as much information as possible in these sections. This will really help speed up the design process If I have a good understanding on your likes and dislikes. Please reference everything especially colours providing RGB, CMYK, Pantone colours where possible. If any images need to be sent through please attach these to the email at the end when sending through the completed Design Brief.

PROJECT SCHEDULE

DESCRIPTION - INITIAL DESIGNS, FINAL DESIGN ETC*	DATE*

ADDITIONAL NOTES - ANY EXTRA INFORMATION REGARDING THE SCHEDULE

BUDGET



AMOUNT - THIS DOES NOT AFFECT YOUR QUOTE

PREFERRED PAYMENT TYPE - DEBIT/ CREDIT CARD OR PAYPAL *

ADDITIONAL NOTES - ANY EXTRA INFORMATION OR QUESTIONS REGARDING PAYMENT

COMMENTS

ADDITIONAL COMMENTS

Thank you!