

## CLIENT DETAILS

DATE:   CLIENT NAME: COMPANY NAME: ☐ Personal Project ☐ Business/Company ProjectCOMPANY ABN: PHONE: ADDRESS: EMAIL: STATE:  POST CODE: 

Please complete this Creative Brief to enable us as much information as possible to provide you with a design that best suits your needs. This brief will help us to understand your goals, the scope of the project and issues that may arise. We will treat it as a tool to clarify the need and direction of your project and how its success will be measured, but most importantly, it will ensure that all parties involved fully understand the objectives, audience, and expected results of the project from the outset.

Before commencing on this work, you will be given an estimate of costs, for your approval and a copy of our Terms and Conditions which must be signed before work can begin. If you have any questions or concerns, please contact us via email.

A  
B  
O  
U  
TBRIEF JOB DESCRIPTION: 

## OVERVIEW:

Who are you/Who is your company?

What do you or your company do?  
(products and/or services)WHAT IS YOUR EXPECTED BUDGET: 

## WHAT DESIGN SERVICES DO YOU REQUIRE (PLEASE TICK):

LOGO DESIGN ☐ BRANDING / STYLE GUIDE ☐ COPYWRITING / PROOFREADING ☐ Number of pages/words BUSINESS CARDS ☐ LETTERHEAD ☐ WITH COMPS ☐ ENVELOPES ☐ OTHER FLYERS DL ☐ A6 ☐ A5 ☐ A4 ☐ Double Sided ☐ POSTER ☐ A3 ☐ A2 ☐ A1 ☐ OTHER BROCHURES A5 ☐ A4 ☐ Double Sided ☐ DL Bi-Fold ☐ DL Tri-Fold ☐ OTHER MAGAZINE ☐ FRONT & BACK COVER ☐ INSIDE PAGE LAYOUT ☐ # OF PAGES BOOK/PUB ☐ FRONT & BACK COVER ☐ INSIDE PAGE LAYOUT ☐ # OF PAGES MENU ☐ DL Tri-Fold (takeaway) ☐ OTHER ☐ PULL-UP BANNER ☐ VINYL BANNER ☐ FLAG ☐ OTHER WEBSITE DESIGN ☐ NEW ☐ REVISE EXISTING ☐ GENERAL ☐ E-COMMERCE ☐ OTHER # OF PAGES  Home ☐ About ☐ Contact ☐ Other DO YOU HAVE A DOMAIN OR HOSTING? ☐ Yes ☐ No DOMAIN PLEASE OBTAIN QUOTES ON MY BEHALF ☐ Yes ☐ No HOST Username  Password  WIX.COM ☐ OTHER SQUARESPACE ☐ (NB: we prefer not to use WordPress)OTHER MARKETING  
AND ADVERTISING  
(billboard, vehicle etc)PACKAGING ☐ DIGITAL (SCREEN) MENU ☐ Interior Branding (wall murals and decorations etc) INFOGRAPHIC ☐ MERCHANDISE / PRODUCT ☐ REAL ESTATE MARKETING ☐ EMAIL MARKETING ☐ VIDEO ☐SOCIAL MEDIA ☐ SOMETHING ELSE

Is your company/brand already established? ☐ Yes ☐ No Does your company have a logo already? ☐ Yes ☐ No  
Does your company have a brand guideline or style guide we need to adhere to? ☐ Yes ☐ No

Please provide high resolution copies of your logo and/or style guide for us to use or reference. Logos should be supplied in either PNG, AI or EPS format and Style guides to be in PDF. Please email these to us or for larger files, via GoogleDrive or Dropbox.

What is your company's goal or objective for this design? *(what are you trying or hoping to achieve?)*

Who is your audience?

☐ Male ☐ Female  Age Range Do they already know about your business? ☐ Yes ☐ No

Do they already know about your products and/or services? ☐ Yes ☐ No

If yes, how do they perceive your brand?

Is your aim to change that perception? ☐ Yes ☐ No Reason

What marketing methods have you tried previously and how did they perform?

Other information about your audience *(ethnicity, salary, geographic, occupation, personality, what they care about etc.)*

Based on this information, what is the message you are hoping to communicate? *(what motivates your audience? why should they choose your product/service over your competition?)*

Brand positioning *(attributes you want your audience to think of when interacting with your brand)*

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Brand Strengths

  

Brand Weaknesses

  

What is your brand's unique selling proposition (USP) or unique value proposition (UVP)?

What emotion do you want your design to evoke or symbolise/suggest? *(the message you want to communicate)*

Who do you regard to be your competition?

①

②

③

What are they doing that you wish to emulate?

  
  

Anything else?

**CREATIVE MANDETORIES**

What elements need  
(or do you want)  
to be included?  
*(government regulations,  
industry specific information  
etc)*

Colours? Match my logo ☐ In accordance with my brand style guide ☐ *Please provide high resolution copies.*

Other  
Colours?

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

What look/tone/feel are  
you hoping to achieve?

What is your slogan or  
tagline (or ideas)?

Font style? Match my logo ☐ In accordance with my brand style guide ☐ *Please provide details.*

Serif ☐ San Serif ☐ Script ☐ Other or names of ones you like

  
  


Symbols or Icons?

For Logo Designs –  
are there any word(s),  
icon(s) or symbol(s)  
that should be included?

Examples of logos you  
like already in circulation?

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Examples of logos you  
don't like as a comparison?

<input type="text"/>	<input type="text"/>	<input type="text"/>
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Logo style? Abstract ☐ Simple ☐ For tips on Logo styles and types, please read our blog article [here?](#)

Are there any likes or  
dislikes not already  
mentioned? *(style, colours,  
fonts, brands etc)*

*Please provide details above or image example or snapshots to help us understand any likes and dislikes you have.*

Are there any examples  
of marketing or advertising  
material that you would like  
to emulate? OR use this  
section to tell us anything  
else.

*Please provide details above or image examples if possible (as attachments or links).*

We understand that budget's for design work can be difficult to determine or forecast, and we work closely with our clients to ensure they get what they pay for. We can therefore work within any budget window you have (where reasonable), quote on a cost per project or per design basis or via an hourly rate. Please let us know any preference to these.

WHAT IS YOUR EXPECTED BUDGET:

Please, quote by: ☐ Cost per Project ☐ Cost per Design ☐ Hourly Rate ☐ Whether my design needs are doable in my budget entered above?

Please factor in, when determining the above, the fact that there will be revisions and changes during the design process, following feedback, whether or not you will be providing ample information, content or examples in the beginning (to help us get on the same page as you) and the expected timeframe for the delivery of designs (fees applicable for fast turn around speeds, weekends and public holidays etc).

WHAT DATE DO YOU NEED YOUR DESIGNS:

REASON (launch date etc):

### A FEW THINGS TO NOTE/CONSIDER:

#### WEB DESIGN

With web design jobs, there are external/additional costs that need to be paid for to ensure the publication of our designs. Web hosting and domain registration (annual fees) will be required and subject to availability.

We prefer to use Wix.com to build websites, as we have found their prices (although in US dollars) are reasonable, offer effective tools and additions to make your site look good and also much more user friendly for you the client to use/make changes later on, after the initial design is complete, if you wish to take over. We will, of course, happily work with you long term if you need assistance down the track for a small fee to make any changes or help you with using the Wix.com platform. Generally, Wix.com (our recommendation) annual plans start for as little as approximately \$14 US a month for standard sites or approximately \$19 US a month for e-commerce site (other plans available and occasional sales/promotions). These plans usually include a one-year domain (dot com only), but if you require a dot com dot au, domains are generally about \$18 for a year and can be linked to the site designed for you. These fees (ongoing business related expences) will be required to be paid by you/your organisation or via us after electronic transfer of amount, separately from the design fee.

We also work with other web builders such as SquareSpace, Weebly, Jimdo, Sitebuilder, GoDaddy, CrazyDomains, Site123, Shopify etc, but we do not work in Wordpress.

☐

I accept these terms

Please quote me for hosting etc?  
(separately)

☐

Please quote me for hosting etc?  
(with design fee)

☐

Comments:

#### PRINTING

IRH Designs is not a printer, but our relationship with local and interstate printers enables us to generate quotes for you, on your behalf with various options or we can converse with your chosen printer if you have one, to ensure the final design files we issue to you, our clients, is in the printing specifications needed for offset printing. Please ensure you are able to confirm such final design files, as we will not be held responsible for any errors after your final approval, which may appear as a result when printed. All printing costs will be required to be paid by you/your organisation or via us after electronic transfer of amount, separately from the design fee. Please factor in printing and delivery time frames.

IS PRINTING REQUIRED for your project?

☐

Yes

☐

No

DATE REQUIRED

By what means/extent? (paper size etc)

Qty













Please quote me for printing? (separately) ☐ Please quote me for printing? (with design fee) ☐

Comments:

**ACKNOWLEDEMENT**

The information I have provided in this design brief, is accurate at the time of submitting. ☐ Yes ☐ No DATE

I acknowledge that I have read and understood IRH Designs' Terms and Conditions ☐ Yes ☐ No DATE

I acknowledge that I have read and understood IRH Designs' Schedule A ☐ Yes ☐ No DATE

I acknowledge that I have read and understood IRH Designs' Supplement Sections ☐ Yes ☐ No DATE

Wishing to elect the following Intellectual Property Provision option:

☐ Option 1: License for Limited Usage ☐ Option 2: Exclusive License ☐ Option 3: Assignment of Rights ☐ Option 4: Work Made for Hire

I acknowledge that I have read and understood IRH Designs' Privacy Policy ☐ Yes ☐ No DATE

Comments or objections to any of the above:

I hereby preliminarily agree to the above (Terms and Conditions, Schedule A, Supplements and Privacy Policy) effective as of the date and signature below, subject to the forthcoming proposal estimate/quote from IRH Designs. I understand that this Design Brief, is not a contract between me and IRH Designs, until accepting the forthcoming proposal estimate/quote:

CLIENT NAME:  COMPANY NAME:

SIGNATURE:  DATE:

In advance, thank you for providing the information within this document. We will collate your information and respond to you with any further clarification needed, as well as a proposal estimate/quote for your job. Please allow for up to 2 business days for our response. Your forthcoming proposal estimate/quote will be effective for 30 days after delivery/presentation to you via email.

In the event that the proposal estimate/quote it is not executed within this time, it, together with any related terms and conditions and deliverables, may be subject to amendment, change or substitution. On accepting the proposal estimate/quote, either verbally or written, a 50% deposit of the total project cost will be required to be paid, before work can begin, and will constitute a contractual agreement between us, not including any additional fees, costs, interest or expences that may arise.

We look forward to working with you.



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If you require more space to enter any of the details within this form, please submit to us an email or document attachment of such. Please provide high resolution copies of your logo, style guide, examples or links for us to review and use for reference:

- Logos should be supplied in either PNG, AI or EPS format
- Style guides to be in PDF.

For larger files, please email these wither via GoogleDrive or Dropbox for us to access.