

Brand Development

Creative Design Brief



STARTING

with a bit of background...

WHAT WE DO

From initial concept to final launch, I specialize in creating complete branding packages consisting of logos and corporate stationery, websites, vehicle branding and other promotional media.

Your brand represent you, our designs don't follow the latest trends; they are designed to last.

We research your market, discovering what's out there, determining your needs and deciding what the best solutions for your unique requirements are. *We then* I create something that looks good... *and* that fulfils your needs and works for you.

WHAT I BELIEVE

Design is very subjective, and my design style needs to suit your brand in order to stand the best chance of resulting in a great functional design. If you haven't already, you can gain an idea of my design style at and decide for yourself...

A GOOD BRIEF IS ESSENTIAL FOR A SUCCESSFUL DESIGN

We need to gather an in-depth understanding of your brand or business in order to have a good basis for a great design.

Without a detailed brief will be relying on your tastes rather than finding the right solution for your marketing strategy.

We've developed this questionnaire to make it easy for you to give us the information we need - the more information we have to work with, the more it simplifies the process and the better the results are likely to be.

This is a fairly intensive document and may take longer than you anticipated, but trust me, it will be worth it! Remember your brand Represents you Business.

THE NEXT STEP

Before you begin, you may find it useful to have an idea of how the design process works.

While it's true that we graphic designers simply wave a magic wand to produce a fantastic design,

Here's what goes on behind the scenes:

how it all works

- It all starts from our very first consultation, whether in person, on the phone or via email, where ideas for your project start to form in the back of my mind;
- Once I have your brief I'll do some research to get an idea of where you currently stand in the market, what's already out there, what appeals to your target market, what your competition is doing, etc.
- This is where creativity really comes into play - based on the design brief and research conducted, this is where I let my ideas run wild, brainstorming and sketching my ideas. I'll explore in many directions before choosing the most effective idea.
- Content influences the design, and vice-versa, so I like to have the photography and copy writing ready before extensive design work begins, although often I'll be working on both concurrently.
- I'll narrow the design focus until I have one or two strong options for digitising and conceptualising, experimenting with a variety of layouts, colours and typefaces to determine what works best.
- The initial presentation will consist of one to three concepts in digital form. Now it's over to you to consider the concepts and prepare feedback based upon how the ideas fulfil the design brief.
- The design development stage is where I make revisions to the concept based on your feedback before presenting you with the first few pre-finalised designs; you'll choose one to finalise and I'll refine it until it's just right. (The amount of time this phase requires depends on your feedback, both your turnaround time as well as the extent of tweaks and changes.)
- The production stage varies depending on the type of project:
- if your design is a logo, I create final artwork suitable for various print and screen applications;
- if it's a printed design I'll prepare the artwork for reproduction and printing;
- if it's a website the next phase is building - creating the template and inserting the content. (This is often the most extensive and time consuming phase of the website creation.)
- And finally you take delivery of all your freshly designed goodies! But it doesn't end there as I am on hand to help you through the teething phase of implementing your designs, and I also offer maintenance plans for your website.

Ok, time to put on your thinking cap! Please try to answer all the relevant questions, but just ignore any that don't apply to you, and feel free to mention anything pertinent that hasn't been covered.

Once you've completed it, email it back to me at ThistleBusinessSolutions@gmail.com and I'll respond to you soonest.

COMPANY INFORMATION

Contact Details

What is your company or brand name?

Who is the primary contact?

Who else is responsible for making decisions
regarding the project design and
content?

Telephone (cell /land line)

Email address

Postal address

Briefly describe what you are looking for.
What are your goals?
What outcome will make this project successful?

COMPANY INFORMATION

Background

Brand Development

What does your business or brand do?

Tell me a bit more about your business,
e.g. How long have you been trading?
What is the size of your company?
How quickly do you expect to grow?

Does your business have a unique story?
Where did the name come from?

How do you (or will you) market yourself?

- | | |
|--|---|
| <input type="checkbox"/> networking | <input type="checkbox"/> magazine / newspaper advertising |
| <input type="checkbox"/> referrals / word of mouth | <input type="checkbox"/> banner advertising on other websites |
| <input type="checkbox"/> direct mail / brochures | <input type="checkbox"/> pay-per-click advertising e.g. Google Adwords |
| <input type="checkbox"/> email newsletters | <input type="checkbox"/> blog / social networking sites e.g. Facebook / Twitter |
| <input type="checkbox"/> internet search engines | <input type="checkbox"/> directory listings e.g. trade directories / online directories |
| <input type="checkbox"/> your own website | <input type="checkbox"/> trade shows and conferences |

Any other methods?

Do you want to completely reinvent yourself, or are you just
updating your existing promotional material?

COMPANY INFORMATION

Style

What is the attire for your brand? e.g. formal / casual / smart casual?
How would you dress in meetings?
e.g. suit / collared shirt and jeans / t-shirt & jeans?

Which adjectives would you use when describing your business?

- | | | |
|--|---------------------------------------|--|
| <input type="checkbox"/> small | <input type="checkbox"/> exclusive | <input type="checkbox"/> unique |
| <input type="checkbox"/> large | <input type="checkbox"/> affordable | <input type="checkbox"/> creative |
| <input type="checkbox"/> corporate | <input type="checkbox"/> trendy | <input type="checkbox"/> innovative |
| <input type="checkbox"/> individual | <input type="checkbox"/> fresh | <input type="checkbox"/> educational |
| <input type="checkbox"/> family | <input type="checkbox"/> dynamic | <input type="checkbox"/> high-tech |
| <input type="checkbox"/> new | <input type="checkbox"/> fun | <input type="checkbox"/> down-to-earth |
| <input type="checkbox"/> established | <input type="checkbox"/> formal | <input type="checkbox"/> rustic |
| <input type="checkbox"/> local | <input type="checkbox"/> serious | <input type="checkbox"/> personal |
| <input type="checkbox"/> national | <input type="checkbox"/> conservative | <input type="checkbox"/> professional |
| <input type="checkbox"/> international | <input type="checkbox"/> classic | <input type="checkbox"/> eco-friendly |

Any other adjectives?

Describe your company or product in one or two words:

If you could choose just one thing
that your customers will remember, what would it be?

COMPANY INFORMATION

Your Customers

Who are your customers?

Would you like to add anyone to this audience?

Tell me what you know about them:
How old are they?

Are they male or female, or a percentage of each?

Where are your customers geographically?

Is their cultural or ethnic background relevant?
If so, please provide details.

What are their occupations or industries?
e.g. business owners / artists / scientists / housewives, etc.

What are their lives like?
e.g. laid back / stressful / extremely busy, etc.

How much do they earn and spend?
e.g. tight budgets / will pay for quality / extravagant spenders

What motivates them? What emotion can we
connect with?

COMPANY INFORMATION

Your Customers (continued)

What might be some of their problems that you aim to solve.

Where do they access information, what type of media do they use?

Is your target market the end user or an intermediate party? e.g. distributor or shop
If they are not the end user, please provide some details of the end users as well.

Anything else you'd like to tell me about your target market?

COMPANY INFORMATION

Your Competition

Who are your competitors?

What do you think about them?

How do you differ from them?

What do you offer that they don't?

What do they offer that you don't?

Why should customers come to you rather than them?

If applicable, please list some of your competitors, and include their website addresses.

BRAND IDENTITY

Logo Design

Please write the name as you would like it to appear in your logo.

What is your tag line, if you have one?
Do you want it to be part of the logo?

What attributes of your business would you
like your logo to reflect?

Are there any images or icons that you would
like to include in your logo?

Anything that you particularly don't want in your logo?

Do you have any colour preferences?
If yes, please let me know why.

Are there any logos, not necessarily in the same line of
business, that appeal to you, and if so, why?
If possible, please provide a link to a picture of each logo.

What are your thoughts about your competitors' logos?
How would you like your logo to differ from their logos?

BRAND IDENTITY

Logo Applications

Where do you expect your logo to be used?

- | | |
|---|--|
| <input type="checkbox"/> business card | <input type="checkbox"/> products |
| <input type="checkbox"/> letterhead | <input type="checkbox"/> packaging |
| <input type="checkbox"/> website and digital media | <input type="checkbox"/> signage |
| <input type="checkbox"/> promotional material and adverts | <input type="checkbox"/> vehicles |
| <input type="checkbox"/> T-shirts, caps, etc. | <input type="checkbox"/> television or movie adverts |

Any other applications?

What is the most important application for your logo?
i.e. business card, website, signage, T-shirts, etc.

Anything other ideas you have regarding your logo?

BRAND IDENTITY

Business Card and Stationery

Will you be requiring any of the following items?

- | | |
|--|---|
| <input type="checkbox"/> business card | <input type="checkbox"/> invoice (MS Word or OpenOffice template) |
| <input type="checkbox"/> email signature | <input type="checkbox"/> invoice (other accounting software) |
| <input type="checkbox"/> letterhead (MS Word or OpenOffice template) | <input type="checkbox"/> compliment slips |
| <input type="checkbox"/> letterhead (printed stationery) | <input type="checkbox"/> envelopes |
| <input type="checkbox"/> tags, labels or stickers | <input type="checkbox"/> note pads |
| <input type="checkbox"/> greeting cards (e.g. Christmas cards) | <input type="checkbox"/> promotional or corporate gifts |

Any other items or specific details?

Please list all the address and contact details you have as you would like them to appear on your stationery:

i.e. address, telephone, email, website, VAT number, company registration number, etc.

Please list the names, titles and individual contact details of everyone who will be requiring business cards:

Anything else you'd like to tell me about your stationery requirements?

The more time I have to come up with a great concept, the better! However, I also understand that you want to get things going with your new look, so we just need to find a happy medium. I usually work on a first come-first served basis, unless you have a particularly tight deadline, in which case I will discuss realistic possibilities for getting it done on time.

What is the time scale / deadline for your design?

Please take into account the various stages of the design project such as consultation, research, concept brainstorming, design development, production, pre-press, printing and delivery.

Is your deadline fixed or slightly flexible?

I want to create the best possible design for you. I don't have set prices because each project has unique requirements and there are so many variables that determine the cost. However, a clear understanding of how much money is available, along with a realistic idea of what can be achieved with it will help me to advise you on the best options, methods and resources for your project, resulting in a successful design.

So, what is reasonable to budget? The following will give you a ball park figure, although they can change by orders of magnitude based on your unique requirements. These are design costs only so you will need to allow for other costs such as repro/pre-press, printing, courier fees, etc.

Logo R 500 - R 7 500
Business card R 800 - R 4 000
Stationery R 1 600 - R 4 000

What have you budgeted for the project?
Please specify what you planned to be included in the amount, e.g. graphic design / photography / illustration / printing

WEBSITE DESIGN

Specifications

Do you have an existing website? If so, what is the address?
If not, what address would you like to have?

Do you require a full website or do you just need a 1 pager?

What are the main purposes of your website?

- | | |
|--|--|
| <input type="checkbox"/> create awareness of your company or | <input type="checkbox"/> education |
| <input type="checkbox"/> products increase public interest | <input type="checkbox"/> customer support |
| <input type="checkbox"/> make changing information available quickly | <input type="checkbox"/> make documents, pictures, sound or film files |
| <input type="checkbox"/> answer frequently asked questions | <input type="checkbox"/> available e-commerce (sell products or services |
| <input type="checkbox"/> reach new markets | <input type="checkbox"/> online) |
| <input type="checkbox"/> open international markets | <input type="checkbox"/> direct sales |
| <input type="checkbox"/> allow feedback from customers | <input type="checkbox"/> business-to-business sales |
| | <input type="checkbox"/> encourage potential customers to make contact |

Any other potential uses?

Would you like to be able to update the content yourself?

Would you like a blog and/or newsletter attached to your site?

Are you using any social media, such as Facebook, Twitter, etc.
If yes, please provide links, if not, would you like to set it up?

Please supply me with your FTP details if you already have hosting.
If not, would you like me to set it up for you?

The quality of the copy and images you use in the content of your site is as crucial as the quality of the design. If you require copy or images, I also provide editing, copy writing and photographic services. Where your requirements fall beyond the scope of my expertise, I can recommend some excellent copywriters, illustrators and photographers, as well as stock photo libraries.

Do you have existing copy for the site or will you create new content? If you require new content, do you need a copywriter?

What imagery do you plan to use? e.g. photographs / diagrams
Will you supply the images, do you want to use stock images, or do you need commission a custom photo shoot?

What are the main sections / navigation menu items?

List 10 to 15 keywords or key phrases that potential customers are likely to use when searching online for your product or service.

Try to get into your customers' minds and imagine what terms they would use if they were looking for you (or your competition).

How will people find out about your site?

What triggers do you plan use in order to prompt a visit? e.g. referral links / incentives / search engine terms / social media

Who will be maintaining your site after it goes live?
(If required, I do offer maintenance plans.)

WEBSITE DESIGN

Style

What type of look are you trying to achieve?
e.g. clean / high-tech / conservative / warm / flashy, etc.

Please list any styles / colours / imagery / typefaces
you have in mind, and tell my why.

What other websites do you like the look of?
It's just to give me a visual idea of what you have in mind, so they
can be in a completely different industry.
Explain what aspects appeal to you, and why,
e.g. layout / colours / navigation / graphics / typography.

Just as important, what do you definitely not want?

Please provide addresses of any sites or designs that don't appeal to
you and explain what aspects you don't like. This will give me an
idea of what to avoid and will avoid disappointment on your behalf.

Is there anything else you'd like me to know about your
website?

Because each job is unique the amount of time required to design and build it depends on its unique requirements, as well as the supply of material from third parties, which can take anywhere from a few weeks to a few months. I generally work on a first come-first serve basis, unless you have a specific, tight deadline. Rushing a job can compromise quality, however I understand that there are times when you really need something in a hurry. If this is the case, let me know so I can discuss realistic possibilities with you.

Please take into account the various stages of the design project such as consultation, research, concept brainstorming, design development, production, building and testing.

When would you like your site to go live?

Is your deadline fixed or slightly flexible?

Providing a budget enables me to design a proposal that matches your requirements and means, and prevents valuable time and resources being wasted when trying to maximise your budget. Websites vary vastly in scale and complexity with costs varying accordingly, however the following can give you a rough idea of the scale of costs:

Basic website design, R 2000 - R 10 000

Medium size and complexity design R 10 000 - R 20 000

Larger site and more complex design, R 20 000+

Extra bits not included in cost of design (please note that the following services are obtained through third parties and the prices just serve as a guideline):

stock photography R 250 - R 2 500+ per image

illustration R 400 - R 5 000+ per illustration

copy writing R 400 per hour

paid search engine optimization R 500 - R 3 500 per month plus R 1 000 set up fee

What have you budgeted for the project?

Please specify what you planned to be included in the amount, e.g. graphic design / photography / illustration / printing

ANYTHING ELSE?

|

Is there anything else you feel I need to know?
Are you looking for something not covered by this questionnaire
such as a printed brochure, posters, adverts, newsletter, stickers,
vehicle branding, product branding, packaging, labels, etc.?
If so, please provide me with a few details and I'll get back to
you.

