

## Creative Card Customer Brief

<b>Contact person</b>	
<b>Contact details</b>	<b>Tel:</b> <b>Mobile:</b> <b>Email:</b>
<b>Business Name &amp; Type</b>	
<b>Cards</b> (Please list how many cards you will require per single design)	<b>Card Quantity Required:</b>
<b>Overview</b> (Please give an overview of the design you currently have or wish to development)	
<b>Deliverables required</b> (Copy, design, printed materials, banners, brochures, display advertisements, etc.  Define the project and how it helps achieve strategic goals. Provide specific details of activity – ie printing 5,000 A4 fliers for letterbox distribution.)	<b>Text/Slogan:</b> <i>(List your current business slogan if you would like it on the card)</i>  <b>Business Logo:</b> Do you currently have a logo to use on your cards? YES ( ) NO ( ) If no do you require a logo designed? YES ( ) NO ( )  <b>Display colours:</b> <i>(List the colours you would like to use on your card design)</i>  <b>Address for lost cards:</b> <i>(Full address to list where cards can be returned if found)</i>  <b>Card specifications:</b> <i>(Please tick the items required on your card)</i> Magnetic Strip ( )      Gloss finish ( ) Signature Panel ( )      Matt finish ( ) Membership Year to be printed on card Yes ( ) No ( ) ie:2016
<b>Other:</b> (please provide any relevant information that may assist in the design and development of your new cards)	

<p><b>Mandatory inclusions</b> (List any mandatory inclusions to be placed on the card)</p>	
<p><b>Schedule</b> (An indication of the timetable for the project from the time of the initial request to the completion of the project.  All critical dates should be included. Specify any time constraints or critical deadlines for the project ie membership renewal dates, loyalty program start date, event dates  To ensure your activity is effective allow sufficient time for production.)</p>	
<p><b>Creative brief approval/comment form</b></p>	
<p>Signature: ..... Date prepared: / /</p>	

## Graphics brief form (Office Use Only)

Job description:	Date:
Client	Tel: Mobile:
Quantity:	PMS colour/s
Stock (paper)	Project size:
Scans/logos/photos (required)	Text supplied (signed off as final)
Supplied (tick if applicable) <input type="checkbox"/>	
Finishing	Account number for billing
Web based version required (tick if applicable) <input type="checkbox"/>	
Delivery date:	Notes:
Delivery details:	
Distribution:	

### Graphic design brief approval

Client (Project Manager / Staff member responsible)

Signature: ..... Date: / /

Principal /Director

Signature: ..... Date: / /

Graphic designer

Signature: ..... Date: / /