

1. Current Identity

Do you have any Brand Guidelines? <i>(If so, please supply them)</i>	
Do you wish to use your existing Brand Identity?	
Are you looking to redevelop/freshen up existing Brand Identity? <i>(If so, please provide a brief & further details)</i>	
Are you looking for a new Brand Identity? <i>(If so, please provide a brief & further details)</i>	

2. Design inspiration

Are there any brands that you aspire to be like?	
Any brands to steer clear of?	
Who are your main competitors?	

3. The material required

What would you like developed? <i>(Brochure, advert, website etc)</i>	
What is the objective of the piece, what would you like to achieve?	
Who is your target audience?	
Are they knowledgeable? <i>(Do they know and understand the subject matter)</i>	
What is the main message of the piece?	
Are there any supporting messages to get across?	
How do you want them to feel when they receive the item?	
What impression would you like to create?	
What action would you like them to take afterwards?	
Will image search be required? <i>(If so, please provide a brief)</i>	

4. Specification & guidelines

Size of item & number of pages? (*Dimensions - A4, A5, square, custom*)

Do you have imagery you can supply in high resolution? (*If no, please provide brief for image search*)

Does it form part of an existing campaign or suite of material? (*If yes, please supply samples*)

Are there any financial promotions restrictions that you are aware of?

5. Timescales

When do you require the first proof?

Do you have a deadline (*if so, please advise*)?

6. Point of contact

Who will be our main contact for proofing/approval?

7. Additional information/notes

8. Please supply the following:

Existing Logo (*as EPS or AI Vector file*)

Any imagery you hold on file (*as high resolution jpg's*)

Brand guidelines (*if available*)

Copy for material