

# CREATIVE BRIEF

CLIENT:

CONTACT NAME:

PROJECT REFERENCE:

Please complete all the details you require to be shown on your leaflets or flyers, this will help us get under way with your design.

If any details are not required, just simply leave that field blank.

**Comapny Name**

**Contact Name**

**Address**

**Main Telephone**

**Mobile**

**Email**

**Website**

## Social Media

Please provide the URL or social handle required to be display. If you just wish to use icons, tick icons only

**Icons only**

**Icon & Handle**

| Facebook                 | Twitter                  | Instagram                | LinkedIn                 |
|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**Other?**

## Creative / Design elements

What are the fundamental creative / design components of the project? i.e. style guides, look and feel, specific printed pieces

**Project Tone / I.e Corporate or Fun**

**Colour scheme**

**Anything else we should know?**

|   |  |
|---|--|
| <b>Heading</b>  |  |
| <b>Text to be included</b><br>For an A5 Postcard we would suggest XXX words, with an attention grabbing headline.   |  |
| <b>Images</b><br>Please specify the file names and attach to email. Do not paste them here.<br><br>Please supply as high-quality images as you have available.<br><br>Logo files such be supplied as .ai, .eps or .pdf files if possible. |  |
| <b>Call to action</b><br>desired action by reader   |  |

|   |  |
|---|--|
| <b>Heading</b>  |  |
| <b>Text to be included</b><br>For an A5 Postcard we would suggest XXX words, ensure you have a strong call to action.   |  |
| <b>Images</b><br>Please specify the file names and attach to email. Do not paste them here.<br><br>Please supply as high-quality images as you have available.<br><br>Logo files such be supplied as .ai, .eps or .pdf files if possible. |  |
| <b>Call to action</b><br>desired action by reader   |  |



**frankman.**  
DESIGN AND MARKETING THAT SUCCEEDS