

PrintSaver Design Brief

Answer all of these questions and we'll be well on our way to creating you a great design.

What is your company name?

What kind of job are you doing? (e.g brochure; poster; flyer etc)

Where will your job be going?

(e.g instore; letterbox distribution; business PO Boxes; DM to database etc)

What size and paper stock do you want?

(if you're not certain we can help suggest the best option/s)

Who is your target market? (whose eye are you hoping to catch? People of a certain age group / socioeconomic status / geographical location? Or anyone and everyone walking past your store window?)

What is the purpose of your job?

(e.g to promote annual sale; to drive new business sales; to encourage repeat business from existing customers; to promote opening of your new store....etc)

What images will you have?

(you need to supply high-resolution files of all logos and/or images that you want included. If you have ideas for visual images to be included please tell us what you have in mind – what ideas do you want the images to convey? - so we can source the right things)

What text will you have?

(Include the obvious things such as company name and contact details as well as details of the offer etc. Please double-check all spelling, phone numbers, prices etc)

Do you have any idea of how you would like the layout?

(do you have any ideas about what should be where? About what should be the main points that jump out at the viewer? Do you want one side or both sides of your item printed?)

What colours do you want to use?

(do you have a certain colour scheme in mind? Will the job be full colour, spot colour or one colour?)

Do you have any Brand Guidelines?

(does your branding require the use of certain fonts or colours, does your logo come with specifications?)

Is there anything else you think we need to know to help us do the best job possible for you?