

## Reasons to create a brief

We can provide you with solutions to all of your design problems and we pride ourselves on the advice and expertise we can offer our clients. Working with you at every stage to make the project flow smoothly at every level.

It is important for us to know as much as possible about your business so that we can understand the processes involved in the selling and marketing of your products and services. A structured brief will ensure you stay in control of the project and will ensure it follows the exact specifications. The more we know about you and your product the better the final outcome will reflect and hopefully exceed your expectations.

## Starting points for your project

We recommend that you look at other companies in your sector to get an idea of where you place yourself in your market, and look at promotional material including logo's and signage to help you build a vision of how you would like us to promote your company. It may be something as simple as a colour or a typeface that grabs your attention. At this early stage the small details are important, and we will not dismiss anything that may have an effect on the overall path of the project. We work with you to make sure our time is spent developing on the things you want to see.

Consider what you aim to achieve with the overall project, do you want to raise your profile, generate more sales or create a brand? This overall goal will be the driving force for the project as we aim to exceed the brief wherever possible.

We need you to tell us as much as possible, describe your business, your products and your services so that we can develop a better understanding of your company. We want to be developing exciting and original concepts that visually represent your vision of your company.

## Corporate Identity

Your logo is one of the most important aspects of your company and brand identity. It represents you as a company and should reflect the ethos of your business. Your logo should communicate visually the values your company holds and is very important as it creates a first impression to customers. It is the starting point for corporate branding, a well designed logo lends itself well to branding across many aspects of your business.

Consider how you want your logo to sit amongst competitors in your sector, who is your market audience, how do you want your company to evolve in the future? The overall look you are trying to achieve depends on many factors, and your choice of classic or more contemporary approach will have a direct bearing on your current and potential market audience.

We will develop and present you with original and fresh ideas, but we need to know a little more about your tastes, likes and dislikes. Consider your competitors and supply us with what you consider to be both good and bad examples of design.

## Website Design

A website is usually very structured and has a site map which is a good area to start when considering the layout and content of your site. You need to consider what you want the website to do for your business, and incorporate this into the structure at design level. We can help and advise you at every stage, to best offer the services to suit your needs, these could include: database/ecommerce CMS (content management system), photography, copywriting, animation and any additional design requirements.

The style of the website will be adapted in-line with any identity we create for you as this helps to create the company 'brand' and keeps continuity across the look of your company.

## Design for print

With all printed and promotional material it's important to think about the aim and content. The look and style will once again reflect the overall image of your company. It's important to make sure the message you want to convey is clear. We have expertise in all areas of print design and can offer you a range of solutions to suit your project needs.

Think about where you want the publication/ advertising to appear and how you want it to be perceived by potential customers. You need to consider production and printing costs when it comes to all printed media and the best way to appeal to your market through the use of such media, for example, newspaper advertising is an easy way to reach a large audience, but a brochure is maybe a more detailed and accurate reflection of your company and it's products. We will help you make a decision based on your requirements and supply you with an idea of costs involved.

## Budget & timescale

Budget and timescale are two of the most important aspects of the project. Before any work is started you need an idea of how much you want to spend and when you would like it completed. Flexibility is a good thing, but we like to work to specification so you know exactly where every penny of your money is being spent. At the beginning of any project we will look over a detailed brief and then supply you with a costing breakdown and timescale for all the requested work. Once you have approved this we will ask you for a 30% deposit of the total cost with the balance to be paid on completion.

## Your brief

The above outline is a guide to help us supply you with exactly what your looking for, we want you to be happy with the finished product and the brief is in place so we are able to meet your exact requirements without project creep, on time and on budget. This puts the control in your hands and maintains that you are at the heart of everything we do throughout the project.

We are happy to make changes and additions as they are needed and by no-means is your first specification set in stone, we are happy to field any concerns or questions you may have on the briefing structure. Once in place the brief will allow us to deliver and surpass your specifications and help you achieve the results you want immediately.