



*Thank you for your interest!*

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IF YOU HAVE CONTACTED ME REGARDING MY GRAPHIC DESIGN SERVICES: THANKS, AND YOU MAY FIND THIS DOCUMENT HELPFUL.

THE QUESTIONS WILL BASICALLY BUILD A BRIEF WHICH I CAN THEN QUOTE AND HOPEFULLY WORK ON. IF YOU HAVE A BRIEF ALREADY, DOUBLE CHECK IT BASED ON THE INFORMATION BELOW TO ENSURE EVERYTHING IS COVERED.

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A FREE QUOTATION WILL BE SENT TO YOUR WITHIN 1-3 DAYS OF RECEIVING YOUR SUBMISSION.

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# *This document covers:*

- × BUDGET
- × DEADLINE
- × BRANDING / LOGO
- × PRINTING REQUIREMENTS
- × ASSETS REQUIRED

## DO YOU HAVE A BUDGET AND/OR A DEADLINE IN MIND?

THIS IS VERY IMPORTANT SO THAT BOTH DESIGN AND PRINTING TIME CAN BE PLANNED WELL IN ADVANCE.

## DO YOU ALSO REQUIRE OVERALL BRANDING?

“BRANDING” IS ‘RULES’ FOR YOUR DESIGN WORK—COLOURS, STYLE, SUPPORTING FONTS, LOGO PLACEMENT AND ABSTRACTION RULES, USE OF SUPPORTING GRAPHICS AND PHOTOGRAPHY, TONE OF VOICE ETC.

## DO YOU ALREADY HAVE A BRAND AND JUST REQUIRE A LOGO TO MATCH?

IF SO YOU WOULD NEED TO SUPPLY YOUR ‘BRAND GUIDELINES’.

## CAN YOU SUPPLY A BRIEF / SPECIFICATION?

THIS WOULD INCLUDE YOUR COMPANY BACKGROUND, AND ALSO ANY EXAMPLES OF THE KIND OF THING YOU ARE LOOKING FOR. YOU CAN FIND EXAMPLES OF DIFFERENT LOGOS AT [WWW.LOGOPOND.COM](http://WWW.LOGOPOND.COM).

## OTHER USEFUL INFORMATION TO INCLUDE IN A BRIEF WOULD BE:

- × KEYWORDS TO HELP COMMUNICATE THE STYLE AND ‘TONE OF VOICE’ YOU WANT
  - × EXAMPLES OF COLOURS YOU WOULD LIKE TO USE
  - × ANY OTHER VISUAL REFERENCES THAT HELP COMMUNICATE THE KIND OF DESIGN YOU FEEL YOU ARE LOOKING FOR
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WHAT IS YOUR INTENDED OUTPUT / USE?

THIS COULD BE ALL (OR A COMBINATION OF): WEB/SCREEN, ANIMATED, ON PRINTED STATIONERY, ON CLOTHING, LARGE SCALE ON SIGNS AND VEHICLES ETC. YOU MAY NOT KNOW FOR SURE AT THIS STAGE—WEB AND GENERAL PRINT IS THE NORM TO BEGIN WITH.

WHAT IS THE INTENDED OUTPUT / USE FOR A DESIGN?


FOR EXAMPLE: POSTER, FLYER, PRINT ADVERT ETC.

WOULD YOU REQUIRE MYSELF TO ORGANISE PRINTING?

BOTH IN TERMS OF COSTS, LEAD TIMES, DELIVERY TIMES, SPECIFICATIONS ON PRODUCTS (SUCH AS SIZES, PAPER STOCK, COLOURS AND SPECIAL PRINT FINISHES)

IF YOU ALREADY HAVE A PRINTERS YOU USE / IN MIND, DO YOU HAVE THEIR CONTACT DETAILS AND ALSO COULD THEY SUPPLY A SPECIFICATION ON HOW THE DESIGN WORK NEEDS TO BE SET-UP?

THIS WOULD INCLUDE DOCUMENT SIZE, FILE TYPES THE PRINTERS ACCEPT, HOW FILES ARE SUPPLIED ETC. ETC.—THE PRINTERS SHOULD BE ABLE TO SUPPLY ALL THE INFORMATION A DESIGNER REQUIRES SO THAT THE ARTWORK IS 'PRINT-READY'.



# Asset Checklist

## DIGITAL DESIGN

LOGO  
INFOGRAPHIC  
WEBSITE BANNER  
EMAIL SIGNATURE  
ONLINE ADVERT  
INTERACTIVE DOCUMENT  
PRESENTATION

## PRINT DESIGN

FLYER  
POSTER  
POSTCARD  
MENU DESIGN  
EXTERNAL BANNER  
PULL UP BANNER  
NEWSLETTER  
MULTI-PAGE BOOKLET  
BUSINESS CARD  
LETTERHEAD  
APPAREL  
PACKAGING

## SOCIAL ASSETS

FACEBOOK  
PROFILE IMAGE  
COVER PHOTO

TWITTER  
PROFILE IMAGE  
HEADER IMAGE  
BACKGROUND  
SHARED IMAGE

GOOGLE+  
PROFILE IMAGE  
COVER IMAGE  
SHARED IMAGE

YOUTUBE  
PROFILE IMAGE  
COVER IMAGE

INSTAGRAM  
PROFILE IMAGE

ITEM NOT LISTED?