

# Client Brief Form

## BUSINESS CARD DESIGN & PRINTING

THIS FORM IS DESIGNED TO STREAMLINE THE DESIGN PROCESS AND MAXIMISE IMPACT FOR YOUR BUSINESS. PLEASE TAKE THE TIME TO COMPLETE FIELDS RELEVANT AND RETURN VIA EMAIL PRIOR TO JOB COMMENCEMENT.

BUSINESS NAME \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_ mobile \_\_\_\_\_

POSTAL ADDRESS \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

### BUSINESS SUMMARY

#### WHAT YOUR BUSINESS DOES?

to determine what you represent

#### WHO IS THE TARGET MARKET?

type of people, industry, age, roles, locations, etc

### DESIGN SPECIFICATIONS

#### DO YOU HAVE A LOGO?

#### COLOUR PREFERENCES?

#### BUSINESS TAGLINE/SLOGAN?

#### EXACT NAME OF BUSINESS?

#### EXACT DETAILS TO APPEAR ON CARD?

name, address, phone, email, web address, facebook symbol etc

### DO YOU REQUIRE PRINTING?

#### QUANTITY?

FULL COLOUR 1 SIDE? 4/0

FULL COLOUR BOTH SIDES? 4/4

#### PAPER WEIGHT (GSM)?

CARD DIMENSIONS? \_\_\_\_\_ mmWide x \_\_\_\_\_ mmHigh

SPECIAL FEATURES? UV Embossed  Foil  Lamination  Rounded Corners

Other  Please specify \_\_\_\_\_

PLEASE INCLUDE WITH YOUR RETURN EMAIL YOUR LOGO AND ANY EXAMPLES OF WHAT YOU ENVISAGE.



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