

## VISUAL IDENTITY BRIEF TEMPLATE

### PARTICULARS OF CLIENT

COMPANY/ BRAND NAME

DATE

CONTACT PERSON

CONTACT NUMBER

EMAIL ADDRESS

JOB TITLE

DEADLINE

### JOB DESCRIPTION

Include desired outcomes, brand positioning, marketing strategy & competitor research

### ATTACHMENTS

Possible attachments to be emailed together with the brief

- \*Word/ PDF/ Google Document brief with all mandatory copy in an open and accesable file
- Logo vector file - no JPG's or solid image files
- Photography - CMYK, high resolution JPG/ TIFF files at 300 DPI (web resolution is not suitable for print)
- Illustrations - Vector files
- Dieline/ Works-map from printer or manufacturer - this must be 100% accurate to avoid artwork redo cost

NUMBER OF ATTACHMENTS

ATTACHEMNT FILE NAMES

### WHICH VISUAL IDENTITY & BRANDING ELEMENTS DO YOU REQUIRE?

- |  |   |   |
|--|---|---|
| <input type="radio"/> LOGO DESIGN            | <input type="radio"/> BUSINESS CARDS        | <input type="radio"/> LINKEDIN BANNERS            |
| <input type="radio"/> BRAND STYLE GUIDE      | <input type="radio"/> DIGITAL LETTERHEAD    | <input type="radio"/> BUSINESS REPORTS/ DOCUMENTS |
| <input type="radio"/> BRAND NAMING           | <input type="radio"/> PRINT LETTERHEAD      | <input type="radio"/> DIGITAL FORMS               |
| <input type="radio"/> STRATEGY & POSITIONING | <input type="radio"/> JPG E-MAIL SIGNATURE  | <input type="radio"/> ANNUAL REPORTS              |
| <input type="radio"/> WEBSITE                | <input type="radio"/> HTML E-MAIL SIGNATURE | <input type="radio"/> CORPORATE BROCHURE          |
|  | <input type="radio"/> COMPLIMENT SLIP       | <input type="radio"/> **OTHER                     |
|  | <input type="radio"/> CORPORATE ENVELOPE    |   |

\*\*OTHER

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**PLEASE PROVIDE THE INSTRUCTION & EXACT COPY FOR EACH VISUAL IDENTITY & BRANDING ELEMENT?**

\*Alternatively, e-mail a Word/ PDF/ Google Document brief with all copy in an open file together with the brief

Larger projects (Corporate Brochures, Annual Reports, Websites, Business Reports etc.) require seperate briefs

\*\*If your project is not listed above, please provide a detailed brief of what you require

**PRINT/ DIGITAL SPECS**

Print - Number of plates, colours - CMYK/ SPOT colours, finishes, substrates, digital/ litho printing etc.

Digital - pixel dimensions/ size, number of pages, PDF, JPG, PNG, transparent background etc.