

Briefing Form for: Creation of a graphic design project

Don't feel you need to fill in everything, but it might help us to understand what you need.

I. Your Details

Company Name

Address

..... Post Code

Tel: Fax:

Contact Name

Tel (if different to above): E-mail:

2. Your Company

Company name or acronym for use in logo

Strapline:

What does your company do?

.....

Who are your competitors?

.....

How do you stand out from your competitors?

.....

How did you choose your company name?

.....

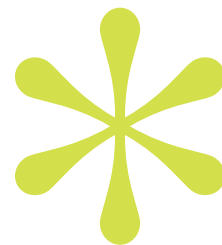
3. Your Client base

What is your target market?

.....

Why have you chosen this market to aim for?

.....



How would you like your clients to see you as a company?

- Traditional Trustworthy Reliable Corporate
- Dependable Professional Modern Innovative
- Young Bright Fun Vibrant
- Lively Creative Other:

What is most important to your clients?

- Cost Quality Reliability Value
- Efficiency Other:

4. Your existing identity

Do you have previously produced graphic design? Yes No
(If so, please supply details and samples if possible)

Why are you looking to change?

What do you hope to achieve?

3. Project outline

What are your aims for this project?

Are there specific formats or items do you need?

6. Any other comments?

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Where did you hear about Nexus Creative Limited? Online Yellow Pages
 Recommendation Business Link Other:

