

CREATIVE PROMOTION + PRODUCTS

Business Name: _____

Project Title: _____

Your Name: _____

Business Address: _____

Email: _____

Telephone/Mobile: _____

Job Requirements: _____

Corporate guidelines (if any exist?) ☐ supplied ☐ none available

Existing marketing material examples (if relevant) ☐ supplied ☐ none available

Objective

Information about company, what you do & what you are trying to achieve with this project:

>> Who are you? _____

>> What do you do? _____

>> Where do you do it? _____

>> How are you seen in the market place? _____

>> Where do you want to go? _____

>> What is the perceived personality of the company? _____

Project Message or Theme

How do you want to be perceived? Cutting edge? Relaxed and friendly? Stylish? Elegant? Inexpensive and approachable? Any subliminal messages you would like to convey? Create a list of objectives you want to achieve and ones which you wish to avoid.

Target Market

Detail your primary, secondary and tertiary audiences. Explain if you are looking to consolidate your existing client base or appeal to new markets. Detail any demographic figures about your audience that may be useful to me. These may include age, sex, income, occupation, location.

Competitors

Who are your main competitors? How do you differ from them? What do they currently do / have that you aspire to?

What to Do - Logo

Is there anything specific that you would like included in your logo? (*For example, "my logo must have an image of a river"*)

Is there any logos or websites that you really like? Please write down any websites or attach images here. 3 to 5 would be great. (*For example, websites for similar industries or different ones that you like the style of*)

Is there any colours your prefer? *(For example, Bright colours, earthy colours, blues and purples)*

Is there any typestyle/font you like such as heavy, light, handwritten, futuristic, typewriter style...?

What Not to Do - Logo

Is there anything specific that must not be included in your logo? *(For example, "I don't want the colour red or pictures of the sun")*

Is there any logos or websites that you dislike? Please write down any websites or attach images here. 3 to 5 would be great. *(For example, websites for similar industries that you don't like the style of)*

Is there any colours you don't want used?
(For example, don't use any black or browns)

Anything Else?

Write any other instructions that will help me produce the work you are looking for.
