

# Briefing your designer has just got a whole lot easier!

Step by step tips and advice...



## Your Design Brief Guide...

A design brief is a clear written explanation given by the client to the designer at the outset of a design project.

The main purpose is to get everyone started with a common understanding of what is to be accomplished.

It must give clear precise direction and serve as a benchmark against which to test concepts and execution as you move through each stage of a project.

As a client, you are spelling out your expectations. A well prepared brief is a critical starting point of the design process.

## What to consider for your brief...

### Company Profile

Provide a short and honest synopsis about your organisation. Make it clear how your customers experience true benefits from the products and services you offer. This will help give the designer a better understanding of your company, industry and market sectors that you work in.

**Include detailed information about your:**

- particular industry sector
- products and services
- precise areas of expertise
- unique selling points
- current marketing material

### Competitors

Provide information to your designer about your main competitors. As a regular part of your research practice obtain samples of their marketing materials. See how they communicate on their websites. This information will help set a point of reference, highlight how best to differentiate your business and make it stand out in your market place.

### Target Audience

Provide a clear description of your primary target audience, for example; B2C: age, sex, income, occupation. B2B: niche/sector, job titles, turnover. Your designers will create more successful solutions that will be particularly attractive to this group of people and organisations if they know more about their specific demographic details. Think of it like tastes in music, art or fashion. What appeals to one demographic will not necessarily appeal to another.

### Existing Literature/Samples

Make sure your designer has sight of your company's current marketing materials, even if this is to explain what you don't want from your new collateral. You may choose to show design examples from other organisations, even if unrelated to your industry. You might like the concept, the format and design structure or even the materials and printing techniques used. This will be a good benchmark for the quality level you want to achieve.

## Aims and Objectives

In the same way that clear goals are essential to influence the success of your overall marketing strategy - what outcome do you want as a result of doing this project? Your campaign will be more successful if you focus on just one or two key aims.

For example, do you want to:

- increase traffic to your website?
- generate more sales?
- encourage more enquiries?
- obtain more information about your target audience?
- increase requests for your catalogue or brochure?
- improve brand awareness?

## Budgets

Being honest about available funds for design (and print production), even if only ball-park figures, can prevent designers wasting valuable time and resources in exploring ideas which may not be viable for financial reasons. In contrast it may also restrict their boundaries in creating the most effective solutions to meet your goals. Most designers will be happy to negotiate on price, within reason, to secure your business. They'll be keen to show you what can be achieved on your project. When receiving price proposals for design

work ask yourself, "Is the fee quoted good value for money and are there guarantees in place if the creative work I am paying for does not turn out as expected?"

## Time-scales and Deadlines

Are there any critical deadlines? Is completion required in readiness for an event or a specific product launch date? Do you need to allow time for research, concept work, photography and/or illustrations? Plan sufficient time for checking proofs and final production to meet your delivery deadlines. As a rule-of-thumb, allow up to 2 weeks for design and 1-2 weeks for printing. If your current requirements are more urgent DO NOT PANIC! An experienced designer will be used to handling 'rush' jobs from clients and will do everything possible to meet your deadlines.

## Project Team

List the members of the project team, roles and contact details. It often makes sense to appoint a single point of contact who is readily available to help ensure rapid and effective communication between designer and client. Also, find out who will be the designer(s) assigned to and responsible for your project.

## Our Core Services

- ✓ Brochure Design
- ✓ Catalogue Design
- ✓ Newsletter Design
- ✓ Corporate Identity Design
- ✓ Exhibition Graphics
- ✓ Website Design
- ✓ Email Marketing

**100% DESIGN**  
SATISFACTION GUARANTEED

★★★★★

## Our promise to you

All design services are backed-up by a fixed price design guarantee.

Pay for our work only when you are 100% happy with the price quoted and the design solutions

You choose which design options presented suit your business best

Any design alterations you want are included at no extra cost

## What next?

### Get a free quote for your design project.

Click the "Quote me now" button to use our online quote request page and send us your design brief. It's really quick and easy!

[www.palmiero-design.co.uk/request-a-quote](http://www.palmiero-design.co.uk/request-a-quote)

Or why not call and speak to one of our designers now on 01908 662226.

*Your design brief will be received by one of our designers who will prepare your quotation within 24 hours. To be sure we've understood your request fully we may need to discuss some points with you on the phone so make sure you provide a contact number.*

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