

## Contact Details

First Name \_\_\_\_\_  
Surname \_\_\_\_\_  
Position \_\_\_\_\_  
Company \_\_\_\_\_  
Street \_\_\_\_\_  
Suburb \_\_\_\_\_ State \_\_\_\_\_ Postcode \_\_\_\_\_  
Telephone \_\_\_\_\_  
Facsimile \_\_\_\_\_  
Mobile \_\_\_\_\_  
Email \_\_\_\_\_  
Web \_\_\_\_\_

## Company Background

What does your company/product do  
\_\_\_\_\_  
\_\_\_\_\_

Main Business Objectives (Vision/Mission statement etc)  
\_\_\_\_\_  
\_\_\_\_\_

## Design Direction

Your Project Name \_\_\_\_\_  
You require a  specific task or a  recommended solution.  
What key messages do you want to convey (purpose of this project)  
\_\_\_\_\_  
\_\_\_\_\_

Project need or opportunity  
\_\_\_\_\_  
\_\_\_\_\_

Target audience demographic (who are they)  
\_\_\_\_\_  
\_\_\_\_\_

Target audience psychographic (what appeals to them)  
\_\_\_\_\_  
\_\_\_\_\_

What is their level of awareness of the company/product  
\_\_\_\_\_  
\_\_\_\_\_

Creative direction  
\_\_\_\_\_  
\_\_\_\_\_

Do you have any references to (URL)  
\_\_\_\_\_  
\_\_\_\_\_

What will you supply  text or photos  prints  digital  
Do you require  copywriting  photos (hard copy or digital)  
How many \_\_\_\_\_

Illustration be required (pictures, graphs, charts etc. describe)  
How many \_\_\_\_\_

Competitor analysis, who are they what are they doing right/wrong  
(provide reference or web address)  
\_\_\_\_\_  
\_\_\_\_\_

Deadline \_\_\_\_\_

## Delivery address

Street \_\_\_\_\_  
Suburb \_\_\_\_\_ State \_\_\_\_\_ Postcode \_\_\_\_\_  
Estimated overall budget \_\_\_\_\_  
Estimated timeframe (start date and total project time) \_\_\_\_\_

## Print Specifications

**Item 1**  
Description \_\_\_\_\_  
Quantity 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_  
Colour 1 colour 2 colour 3colour CMYK  
Finished Size: (eg A3 folded to A4) \_\_\_\_\_  
Stock: \_\_\_\_\_

**Item 2**  
Description \_\_\_\_\_  
Quantity 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_  
Colour 1 colour 2 colour 3colour CMYK  
Finished Size: (eg A3 folded to A4) \_\_\_\_\_  
Stock: \_\_\_\_\_