



# DESIGN BRIEF

designs@studiomoda.co.za

Thank you for choosing Studio M3da Graphics. This briefing sheet is the most important step in the process of making sure that we create your design exactly as per what you want within the shortest possible timeframe. Don't be afraid of adding too much detail. The more info you provide the better. If you have a Pinterest board, share it with us, we would love to see what inspires you. If you are unsure of what you want, please send us an email and we can set up a meeting so we may give you some creative input and help you set up the brief.

## CLIENT INFO

Name and Surname:

Address:

Email:

Contact number:

## DESIGN INFO

Please describe what design work you need:

How will you be using this design? (tick all relevant)

- ☐ Online for website / social media / PowerPoint / e-invite
- ☐ Logo for brand / business
- ☐ Printed on flyers / business cards / letterheads / posters / magazines
- ☐ Commercial manufacturing – production of clothing or prints on any products
- ☐ Other (please specify below)

Due date for final design:

## BACKGROUND

Please give us a bit more detail on your business / brand.

What is your vision / mission statement / values / inspiration?

Who is your target market?

Who are your main competitors?

## SPECIAL INSTRUCTIONS

Anything else you need to mention?

## COLOUR

Does your brand have a current colour scheme?

- ☐ Yes (please send us an example or list the actual colours below)

- ☐ No, but I know what I want. (please list them below or send us a visual)

- ☐ No, please send me some inspiration examples to choose from

## DIMENSIONS

If applicable, please specify the dimensions your design should be:

## FILE FORMAT

In what file format would you like your design?

- ☐ jpg.  
☐ PDF.  
☐ png.  
☐ AI.  
☐ Other (please specify below)

## BUDGET

If we have not already quoted you for this design job:

What is your budget for this design?