

## Design Specification Sheet

CUSTOMER DETAILS		DATE
NAME		CELL
DESIGN TITLE		EMAIL
TEL		ADDRESS
FAX		WESITE

DESIGN DETAILS					Design Brief - What do your Require?:
Type of design - mark with X					
Logo	Corporate ID	Branding	Brochures	Flyers	
Banners	Photography	illustrations	Presentations	Multi Media	
Marketing	Web design	Digital Art	File conversion	Layout	
Adverts	Retouching	Other	Invites	Printing	
Process Colours	Cyan	Magenta	Yellow	Black	
	Spot 1	Spot 2	Spot 3	Special	
	P	P	P	P	
Proofs required	PDF - low res	Jpegs	Laser	Crom	

Marketing Information to ensure that your design appeals to the right people					
1. What type of business is the intended design to be used in					
2. Is this design part of range and will be used on other products					
3. How would you like your customers to view your design					
4. What is your Target market <small>Please explain here:</small>					
General	Corporate	Consumer	Kids	Teens	Adults / Age group and Personality types
Age Group	Race	High income	Middle income	Low income	Other
5. What design style or feel will best suit your target market					
Elegant	Modern	Hi-Tech	Retro/Bright	Loud/Bold	Other - please explain
6. What do you want to achieve with this design					
7. What companies or products are you competing with					
8. Were do you see the product or Business in 5 - 10 years time					
9. How did your hear about Storm43					
10. Do you have a sample of what you require and can this be email to us					
11. Will you be requiring us to source the printing					

Deadline/First PDF	Date	Final product by
IMPORTANCE	VERY URGENT	MEDIUM
		NO HURRY
		Referred by

Special Instructions: