efm
even flow media

Briefing Form

Department: .....

Project / Task: .....

Client Name: .....

First Draft Deadline: .....

Final Design Deadline: .....

Print Deadline: .....

Collateral Required (select one or more)			
	Infographic		Social media infographic
	Poster		Brochure / Pamphlet
	Banner / Web banner		Signage
	Presentation template		Website
	Stationery (Letterhead / Business card)		Advert
	Newsletter / HTML Template		Other (please specify below)

Formats Required (select one or more)			
	JPG		PNG
	PDF		Editable PDF
	Powerpoint Template		Word Document Template
	HTML Template		Other (please specify below)

How / Where is this design being used? (please select one or more)			
	Digital (specific size)		Print (specific size)
	Electronic Distribution (could be any size)		Other (please specify below)

*Please note: if **electronic distribution** is selected, the artwork will be adjusted according to the content provided. For **digital** and **print** design a specific size is required to fit standard size paper for printing purposes. If you are intending to use the design for **digital** and **printed** purposes please select both so the design can be adapted accordingly.*

If Digital / Print is selected, please specify the size required below					
	A0		A1		A2
	A3		A4		A5
	A6		A7		Custom (please specify below)

Will the design be used for internal distribution or marketing purposes?			
	Internal Distribution		Advertising / Marketing / External

Colour specifications			
	Full colour		Greyscale
	1 Colour		Uniprint

Brief overview (please provide a clear description of what is required)

Images to be used			
	Assore Stock Images (please supply if ticked)		Stock Images (downloaded stock images)
	Vector graphics		Other (please specify below)

Logos / CI to be used (please specify all logos to be included on the design)

Layout specifications (please select whether this requires a new creative layout or if you only require minor adjustments)			
	New design / New layout required		Minor changes to existing design

Is the content provided final content or draft content (please select one below)			
	Final content provided		Draft content provided

Please note that the layout of the design may vary if additional content is added to the draft version.

Design References / Concepts
Please attach any design references or concepts to your email should you wish to incorporate anything specific into the design. This could be individual images, a moodboard (on a PowerPoint slide), or a link to a design reference. This will provide a clearer brief in respect of the design and / or layout.

Printing Requirements

Paper Type			
	Matte		Gloss
	Recycled		Other (please specify below)

Grammage of paper

Binding					
	Wiro Bind		Perfect Bind		Gluebind
	Loose Pages		Saddlestitched / Stapled		Other (please specify below)

Fold Specifications					
	DL Fold / Z-Roll		Single Fold		Other (please specify below)

Quantities Required	
Quantity	Collateral / Job

Social Media Requirements (if applicable)					
	Facebook		Instagram		Twitter
	LinkedIn		Other (please specify below)		

Delivery Details

Department / Company: .....

Contact Person: .....

Telephone No: .....

Email: .....

Delivery Address

.....

Brief Completed By: .....

Date: .....

Additional Notes:

.....

Please email this briefing form with attachments to mary@evenflowmedia.co.za or lindsay@evenflowmedia.co.za