

TwoTone briefing document

Specific Design Requirement.

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I Introduction:

This questionnaire is very comprehensive because the more thought you put in the more effective we can be in providing the right solution for your business.

Answering these questions can raise issues you may not have otherwise considered. It's a worthwhile exercise and has resulted in some surprising results for our clients.

The purpose of this document is to establish your needs and requirements for a specific enquiry. An expanded version of this is available to establish an overview approach for your marketing strategy.

The questions cover the objectives of the specified materials, information about your intended audience and promotion

The questionnaire should ideally be completed whilst meeting with TwoTone or over the telephone.

If completing it independently, areas that are not clear can be skipped until contacting TwoTone.

Please remember - this is simply a guide to help us to help you. If you wish to elaborate further on any of the following points or perhaps some which are not mentioned in this questionnaire - just give us a call. The more information we receive - the better the chances of the campaign being successful.

II Client details:

2.01 Contact Name :

2.02 Position :

2.03 Company:

2.04 Phone Number:.....

2.05 Email address:

2.06 Existing website: <http://>

2.07 Please describe your company's main business:

2.08 Please list your main competitors (if applicable).

III General requirements:

Existing materials

Objectives.

3.05 What do you want to achieve

3.06 What do you want to communicate?

3.07 If the audience could come away with just one or two thoughts about the company/product/service, what would they be?

3.08 How do you want your business to be represented?

(Example: education, activism, nature, simplicity, professional, conservative, friendly).

3.09 What roles will the material play. Please choose all applicable from following:

- | | | | |
|---|--|---|---|
| <input type="checkbox"/> information for customers, | | | |
| <input type="checkbox"/> Point of information for customers | | | |
| <input type="checkbox"/> Directory of your information, | | | |
| <input type="checkbox"/> improve access to information | | <input type="checkbox"/> customer service support | |
| <input type="checkbox"/> client feedback | <input type="checkbox"/> fundraising | <input type="checkbox"/> partnership | <input type="checkbox"/> corporate info |
| <input type="checkbox"/> portfolio | <input type="checkbox"/> interactive education | <input type="checkbox"/> survey | <input type="checkbox"/> tech support |
| <input type="checkbox"/> news/public relations | <input type="checkbox"/> promote products | <input type="checkbox"/> product catalogue | |
| <input type="checkbox"/> employment/recruitment | <input type="checkbox"/> promote brand & image | <input type="checkbox"/> obtain demographic information | |
| <input type="checkbox"/> Other (please specify) | | | |

IV Target Audience:

Audience demographics.

This information will help us design material that appeals directly to your target audience.

4.01 Age ranges.

- | | |
|---------------------------------|---------------------------------|
| <input type="checkbox"/> 0-9. | <input type="checkbox"/> 10-19. |
| <input type="checkbox"/> 20-29. | <input type="checkbox"/> 30-39. |
| <input type="checkbox"/> 40-49. | <input type="checkbox"/> 50-59. |
| <input type="checkbox"/> 60-69. | <input type="checkbox"/> 70+. |

4.02 Gender.

- | | |
|---|--|
| <input type="checkbox"/> Mixed, even. | <input type="checkbox"/> Mixed, mainly male. |
| <input type="checkbox"/> Mixed, mainly female. | <input type="checkbox"/> Approximately all male. |
| <input type="checkbox"/> Approximately all female | |

Social stratification.

4.03 The Registrar-General's categorisation of social classes assigns jobs to the following groups depending on their: income; status; skill; and education level.

- | | | |
|------------------------------|----------------------|-------------------------------------|
| <input type="checkbox"/> A. | Professional: | E.g. Doctor, lawyer. |
| <input type="checkbox"/> B. | Intermediate: | E.g. Teacher, nurse. |
| <input type="checkbox"/> C1. | Skilled non-manual: | E.g. Travel agent, typist. |
| <input type="checkbox"/> C2. | Skilled manual: | E.g. Electrician, hairdresser. |
| <input type="checkbox"/> D. | Semi-skilled manual: | E.g. Sewing machinist, farm worker. |
| <input type="checkbox"/> E. | Unskilled manual: | E.g. Office cleaner, labourer. |

Geography.

4.04 Where is your target audience physically located?

- Regional (e.g. county, state).
- Worldwide
- UK.
- USA.
- Others (please specify).

4.05 General interests. (e.g. outdoor type)

V Visual, design:

Design origination and creation:

5.01 How will the visual design be created?

- Company/Product branding provided by the client, translated into publishing format by TwoTone.
- Written/drawn ideas for design - developed into materials by TwoTone.
- Free Reign to TwoTone - a new design based on the information provided in this document.

Who will be responsible for approval of visuals and proofs _____

Logos and other assets:

5.05 Will you be providing assets.

- Logos
- Fonts
- Colour palettes
- Images
- Other (Please specify

5.02 Are there existing photos and graphics that can/should be used for the new look and feel of the material? Will new logo and/or photographs need to be acquired/created for the material?

5.03 We accept graphics in the following formats, although others may be accommodated at our discretion:

- Vector formats: EPS, AI, FH8.
- Raster formats: PSD, TIF, GIF, JPG, BMP.

5.04 Text formats

- Plain text, RTF, Microsoft Word, HTML.

It is your responsibility to check if you have the copy right to assets provided and that they are not subject to royalties.

Accessibility.

4.07 Please state if any special need groups that are particularly important. TwoTone creates accessible material if required for disabled users.

- Visually impaired.
- Hard of hearing.
- Other (please specify).

4.08 How do you intend to market your material to your target audience? Will you need support materials for this? (Advertisements, mailers, telesales, PR)

Content.

3.12 What are the main areas covered by the material?
(Supply your text content as you see it. We will then liase with you ref the finished wording). Supply as described in 5.04 or handwrite in the box below.

Visual design continued:

Colours:

5.06 Please list any colours that should be included in the material.

5.07 Please list any colours that should not be included in the material.

Tone of material:

5.09 Please tick which of each pair will most closely represent your materials:

Multi-coloured / Few colours

Busy / Minimal

Fun/Informal / Serious/Formal

Business / Lifestyle

5.10 What material do you like? Please list and indicate why you like these materials.
(Example: do you like the use of the graphics or photography, do you like the colors, do you like how well it communicates a message? What about the style, is it personal, professional, flashy, or simple?)

5.11 What are your least liked materials (for whatever reason).

Additional information:

5.13 Please include any additional information that you believe will influence the visual design of the material.

Targets:

5.14 What is your target budget for this project?

5.15 When is your target date for delivery?

VI Sign off:

8.01 Please sign below to authorise TwoTone the use of this information in creating your material.

Signed

Date: