PROJECT BRIEF:
USER GUIDE

MAKE YOUR MARK

Page 1: General Info
Page 2: Logo Design
Page 3: Print Media Design
Page 4 a & b: Website Design

Step 1

There are five pages in this brief. Start by filling in Page 1. It's essential.

Step 2

After that you must fill in the page/s that correspond with the services you would like. Maybe you just want a logo, so fill in Page 2. Maybe you want a logo and a website, so fill in Page 2 and 4a and 4b. And so on.

Step 3

There are three ways you can fill in this form:

1. One way is on your computer using Adobe Reader because this form is a PDF. You can type your answers into the fields. Then save your file and email it back to us. You can use the TAB key to jump to the next line.

2. Computers not your thing? Print the form out and fill it in with a trusty old pen. Then scan it or take a (clear) photo of it with your phone or tablet and email that to us.

3. Or, visit mymsolutions.co.za where you can fill in this form online. Simple!

If you have any questions at any stage feel free to drop us an email:
ryan@mymsolutions.co.za

MAKE YOUR MARK

PROJECT BRIEF

Please fill out this brief to help us understand your business and what you're after.

Don't hold back - this your chance to get your ideas out

Contact name:

Email:

Name of business:

Industry:

No. of years operating:

Current website:

Please tell us a bit about your business:
Background, Services, Products, Influences, etc

Who is your target market and what reaction do you hope they will have:

What 3 (or more) words describe your business:
Don't be shy!

MAKE YOUR MARK

PROJECT BRIEF

So, you want a LOGO

*only fill in this page if you want a logo

Do you have an existing logo?   Yes ☐   No ☐

Does your business have a colour scheme you want to us follow?

_____
_____
_____

Is there a certain direction you want your logo to go in?
Tell us any ideas or visions you may have.

_____
_____
_____
_____

Are there any restrictions?
Is there anything the logo MUST or MUST NOT include?

_____
_____
_____
_____

What are your final requirements?
What do you need to receive (file type, etc)?

_____
_____
_____
_____

MAKE YOUR MARK

PROJECT BRIEF

So, you want some BRANDING

*only fill in this section if you want print and branding media such as business cards, brochures, menus, posters, gifting, clothing, manual covers, etc

What are you after?
Business card, brochure, poster, sticker, t-shirt, book/album cover, marketing material, print/online ad, etc

Where and how will it be used?

What are the specifics?
Size, shape, dimensions, folds, measurements, etc.

Is there a certain direction you want it to go in?
Tell us any ideas or visions you may have.

Do you have a colour scheme you want us to follow?

Any restrictions or unique requests?
Anything else we need to know?

MAKE YOUR MARK

PROJECT BRIEF

So, you want a WEBSITE

*only fill in this section if you want a website

domain and hosting details

Do you have your own domain name?

☐ Yes, I already have one
☐ No, I would like you to do that for me
☐ No, but I will get it myself

If you have your own domain, please enter it, or if you want one, what domain would you like?

_____

Do you have your own hosting?

☐ Yes, I already have hosting
☐ No, I would like you to do that for me
☐ No, but I will do it myself

If you have your own hosting, or plan to get your own hosting, please describe your hosting setup.

_____

website details

What social media interaction would you like on your site?

_____
_____
_____

What is the target market of your site and who would be your average user?

_____
_____
_____

website details (cont.)

What type of website would you like developed?

- ☐ Company site (a few pages such as home page, services/products, about us, contact form, etc)
- ☐ Blog (for regular postings of any sort, such as a personal or company blog, articles, news, etc)
- ☐ Portfolio
- ☐ E-Commerce site
- ☐ Web app (site performs a specific function)
- ☐ Other (if your site will be some combination of the options above, please describe it here)

_____

_____

Once your site is completed, how would you like to manage the sites content?

- ☐ The content will mostly remain unchanged, aside from small revisions
- ☐ Mostly unchanged, but I would like to be able to change certain elements myself.
- ☐ I wont be blogging, but I need to add other forms of content myself (such as events, images, etc)
- ☐ It's a blog
- ☐ Other, described below

_____

_____

What are the definite requirements for your site?
It MUST or MUST NOT include?

_____

_____

_____

_____

Is there a certain direction you want to see your website go?
Tell us any ideas or visions you may have.

_____

_____

_____

_____