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| **Internal Briefing Documentation** |  |
| Key Information | |
| Date of brief |  |
| Client |  |
| Project number |  |
| Primary CM |  |
| Secondary CM |  |

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| --- | --- | --- | --- |
| Job Type | | | |
| 1 Pitch (concept art) | |  | |
| 2 New client (everything new) | |  | |
| 3 New template (new design, existing client) | |  | |
| 4 New design (based on previous template) | |  | |
| 5 General amends (visual and copy changes) | |  | |
| 6 Text only amends | |  | |
|  | | | |
| Design type |  | Functional spec’ |  |
| Newsletter |  | Template for reuse |  |
| E-shot |  | Multi-language |  |
| Postcard |  | Dynamic content |  |
| Banner |  |  |  |
| Other (please state) |  |  |  |
|  | | | |
| Audience |  | Extras |  |
| B2C |  | Form & thank you page |  |
| B2B |  | Landing page(s) |  |
|  |  |  |  |

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| --- | --- | --- | --- | --- | --- | --- |
| Asset Checklist (Red = critical Amber = nice to have) | 1 | 2 | 3 | 4 | 5 | 6 |
| Copy (word document) |  |  |  |  |  |  |
| Logo (eps, ai or hi res version) |  |  |  |  |  |  |
| Fonts (actual file or name so we can source if necessary) |  |  |  |  |  |  |
| Colours (RGB or Hexidecimal) |  |  |  |  |  |  |
| Graphic Elements - pings, bugs, icons (eps, ai or hi res versions) |  |  |  |  |  |  |
| Photographic elements (hi res) |  |  |  |  |  |  |
| Brand Guidelines (pdf) |  |  |  |  |  |  |

|  |  |
| --- | --- |
| **No. of designs:** |  |
| **Deployment Date:** |  |
| **Background:** |  |
| **Problem:** |  |
| **Solution:** |  |
| **Requirement:** |  |
| **What is our single minded proposition:** |  |
| **Objective/s:** |  |
| **Mandatories:** |  |
| **Location of assets:**  (Folder on server) |  |
| **Location of copy:**  (Word doc on server) |  |
| **Additional Notes:** |  |