**TEMPLATE DESIGN BRIEF**

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| **Project Details** (AW to complete) | |
| Template type |  |
| Template complexity |  |
| Project No. |  |
| Campaign Manager |  |

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| Asset Checklist | |
| 1. Logo (eps, ai or hi res version) |  |
| 2. Fonts (actual file or name so we can source if necessary) |  |
| 3. Colors (RGB or Hexidecimal) |  |
| 4. Graphic Elements - pings, bugs, icons (eps, ai or hi res versions) |  |
| 5. Brand Guidelines (pdf) |  |

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| **Client Details** | |
| Company name |  |
| Brand name (if different) |  |
| B2C or B2B? |  |
| Client Sector |  |
| Outline of business |  |
| Client URL |  |

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| **Audience** | |
| Who is your audience for this type of communication? |  |
| Does your audience know the company better as a brand or via an individual? |  |
| *Please provide any insight you have that may influence the template design* |  |

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| **Brand Guidelines** | |
| Do you have a brand guidelines document? | *If Yes, please supply a copy to your Campaign Manager* |
| *If No, is your website a good reflection of your brand’s desired look-and-feel?* |
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| Brand Font(s) |  |
| **Success Metrics** | |
| What are your objectives/ targets for the new templates? |  |
| What metric(s) do you use to measure conversion/success? |  |

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| **Content** | |
| What type (and number) of messaging will you place in this template? |  |
| Please provide a sample of content used previously (to give an idea of text length / requirements) |  |
| Do you have ready access to a range of images? |  |
| What social media channels do you use? (please provide links) |  |
| Mandatory information – what company-specific content must be included? |  |
| *Please provide any additional information relevant to the layout of the template* |  |

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| **Legal** | |
| Is your list opt-in or double opt-in? |  |
| What unsubscribe process do you currently have in place? |  |
| What is your listed business / postal address? |  |
| Link to your privacy policy |  |
| What other legal disclaimers need to be included in your template? |  |

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| Project Timelines | |
| 1. Wireframes/Scamps |  |
| 2. Final Scamps |  |
| 3. Design Concepts |  |
| 4. Final Designs |  |
| 5. HTML Delivered |  |