

Product Agency

Date:

Project Title:

Name & Company:

Aims/Objectives: What is the objective of your communication? Does it follow any existing visual style or work we have produced?**Output/Deliverables:** List the products or deliverables you require i.e posters, flyers, brochure, PDF's etc. Inc: Sizes, quantities & spec.**Mandatory inclusions:** Any elements that need to be included e.g. Logos/guidelines, imagery, barcodes, Emails, Websites, QR codes etc.**Key messages:** Messages that you wish to be reflected through text or be reflected visually through other elements of the design.**Visual / Style reference:** Please provide any material that needs to be considered into any visual style or design approach and explain here.**Copy (text) to be included:** If not enough space please provide on separate document or within the body of an email.**IMPORTANT NOTE:** All text files must be checked for errors, content, spellings, preferred capitalisation (especially in menus) and signed off as correct before being submitted for design.**Project/programme background:** Please provide as much information about your project and the goal to be achieved. If the project involves partners please state the nature of partnership and any agreements around branding.**Key dates:** List any critical dates for delivery of elements or the entire project.