

CREATIVE BRIEF

As from Q1 2022



1. Business Name

2. Tag Line

3. Background

- History
 - Product
 - Service
-

4. Target Audience

- Age
 - Gender
 - Interest
 - Income
 - Demographic
 - B2B / B2C
-

5. Market Positioning

- Industry Type
 - Competitors
-

6. Requirements

- New / Existing Design
 - Colours
 - Font
 - Graphics
 - Themes
 - Business portrayal
-

Note: The more details provided the most accurate quotation can be provided

Continues Next Page

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7. Deliverables

- See list of
'Logo Design
and Packages'

8. Deadline

9. Budget

10. Consultation

- Name
- Address
- Phone Number (DL)
- Email Address
- Company Website
- Social(s)

11. Additional Information

Note: Please refer to both 'Design & Packages' and 'Terms of Business' documents: www.richardwest.info

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