

HELIX ARTS.

Design Brief Template

Project Name

Format e.g size, no. of sides & file formats (PNG, JPEG, PDF)

E.g A5 double sided to be sent in both PDF & JPEG format

Audience (Say a bit about the people this needs to attract)

AESTHETIC (Colour/font/brand/design feel)

Please include what you want to avoid.

Requirements

(Reference what to avoid too/include access eg large text/easy read)

Assets

(Links to Images high res recommended in appropriate useable format)

Logo's

Timeline/Key Dates?

CONTENT STARTS

Title

SubTitle/Caption

Body Copy

Find Out More Or Book A Place

If appropriate to add to marketing

[ENDS]