

Mills Media Group

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BROCHURE DESIGN BRIEF	
Company Name:	Main Contact:
Tel No:	Fax No:
Mobile No:	Date:
Address:	
Email address:	
Company website:	
Date you require our design proposals:	
1. What is the aim of the literature?	
2. Who will you show the literature to?	
3. What are your key messages?	
4. What is it required for and by when?	Sales Campaign <input type="checkbox"/> Exhibition <input type="checkbox"/> Conference <input type="checkbox"/> Please specify the deadline date <input type="text" value=" / /"/> Other - please specify <input type="checkbox"/>
5. How do you want the message to be put across?	

<p>6. Brochures/ Flyers - What size do you want it to be and how many pages?</p>	<p>A4 <input type="checkbox"/> A3 <input type="checkbox"/> Portrait <input type="checkbox"/> Landscape <input type="checkbox"/></p> <p>Other sizes <input type="checkbox"/></p> <p>Number of pages <input type="text"/> pp including front and back covers</p> <p>4 colour cover <input type="checkbox"/> Single colour cover <input type="checkbox"/></p> <p>4colour inner <input type="checkbox"/> Single colour inner <input type="checkbox"/></p> <p>Special colours <input type="checkbox"/></p> <p>Other - please specify <input type="checkbox"/></p>
<p>7. Folders - What size do you want it to be?</p>	<p>A4 <input type="checkbox"/> Oversized <input type="checkbox"/></p> <p>Capacity <input type="checkbox"/> Please specify <input type="text"/> mm</p> <p>Flap /Pocket <input type="checkbox"/> Business Card slot <input type="checkbox"/></p> <p>4 colour cover <input type="checkbox"/> Single colour cover <input type="checkbox"/></p> <p>4colour inner <input type="checkbox"/> Single colour inner <input type="checkbox"/></p> <p>Other - please specify <input type="checkbox"/></p>
<p>8. Inserts - How many do you require?</p>	<p>Number of inserts <input type="text"/></p> <p>A4 Full size <input type="checkbox"/> Tabbed <input type="checkbox"/> Stepped <input type="checkbox"/></p> <p>4 colour single sided <input type="checkbox"/> 4 colour double sided <input type="checkbox"/></p> <p>4colour & single colour reverse <input type="checkbox"/></p> <p>Other - please specify <input type="checkbox"/></p>
<p>9. What quantities do you require?</p> <p><i>Please note we can print as little as 100 copies upto many thousands. If you are unsure of quantities please give a spread and we will supply alternative quotes</i></p>	<p>Brochures/Folders</p> <p>Quantity required <input type="text"/></p> <p>Inserts</p> <p>Quantity required <input type="text"/></p> <p>Other please specify <input type="checkbox"/></p>
<p>10. Do you have an existing house style we need to follow?</p> <p><i>Does your logo contain special colours?</i></p>	

<p>11. Do you wish us to use particular papers and finishes?</p>	<p>Gloss Art <input type="checkbox"/> Satin Art <input type="checkbox"/> Matt Art <input type="checkbox"/> Recycled <input type="checkbox"/></p> <p>Spot UV <input type="checkbox"/> Lamination <input type="checkbox"/></p> <p>Other - please specify <input type="checkbox"/></p>
<p>12. Do you have any of the following we can use?</p>	<p>Digital Photographs <input type="checkbox"/> Logos on disc <input type="checkbox"/></p> <p>Artwork <input type="checkbox"/> Text/Copy <input type="checkbox"/></p>
<p>13. Do you require new photography for the brochure?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Please specify</p>
<p>14. Do you require copywriting?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>15. Do you have a budget in mind?</p>	<p>£ <input style="width: 150px; height: 20px;" type="text"/></p>
<p>16. What products or services do you supply?</p>	
<p>17. Further Information</p> <p><i>Please supply any relevant company literature which will assist us in designing your brochure.</i></p> <p><i>Further notes – PTO</i></p>	
<p>18. Please give an alternative point of contact in case of holidays or absence?</p>	<p>Alternative Contact Name: _____ Phone no: _____</p> <p>Email address: _____ Mobile: _____</p>