GRAPHIC DESIGN STUDIO
Your partner in creating powerful impressions

YOUR GRAPHIC DESIGN BRIEF

Tell us about your business and the design you have in mind.

01 YOUR DETAILS

Business / organisation name

Contact name

Email address

Telephone number

02 ABOUT YOUR PROJECT

What would you like us to design? Tick all that apply.

- ☐ Logo design
- ☐ Brand identity
- ☐ Business stationery
- ☐ Flyer / leaflet
- ☐ Brochure / booklet
- ☐ Poster / signage
- ☐ Artwork recreation
- ☐ Other

If Other, please specify

What is the design for, and what should it help you achieve?

Who is your intended audience?

What key wording, messages or information must be included?

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Share your ideas, existing branding and any useful references.

03 BRANDING & DESIGN PREFERENCES

What do you already have available?

- ☐ Existing logo
- ☐ Brand colours
- ☐ Brand guidelines
- ☐ Fonts
- ☐ Photos / illustrations
- ☐ Text / copy
- ☐ None - starting from scratch

Describe the look and feel you would like (e.g. bold, modern, friendly).

Any colours, styles or design elements to use or avoid?

04 EXAMPLE DESIGNS & INSPIRATION

Paste links to websites, portfolios or designs you like, and tell us what appeals to you.

Reference 1 - link / URL

What do you like about reference 1?

Reference 2 - link / URL

What do you like about reference 2?

Reference 3 - link / URL

What do you like about reference 3?

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Practical details to help us understand the scope and prepare your quotation.

06 HOW WILL THE DESIGN BE USED?

Please select any relevant uses.

- ☐ Professional printing
- ☐ Digital / website
- ☐ Social media graphics
- ☐ Packaging / labels
- ☐ Signage / display
- ☐ Not sure yet

Sizes, dimensions, number of items or other specifications (if known)

Would you like MCGDS to arrange the printing or finishing too?

- ☐ Yes, let's discuss further
- ☐ No, artwork only
- ☐ I would like advice

07 TIMING & BUDGET

When would you ideally like the design completed?

Do you have a budget or budget range in mind? (Optional)

08 ANYTHING ELSE?

Additional details, questions or requirements

BEFORE YOU SEND YOUR BRIEF

Where available, please attach your logo, existing artwork, text, images and brand guidelines.

Rough notes are welcome. We can discuss anything you are unsure about.

We will review your brief and confirm the project scope, quotation and next steps.

PLEASE NOTE

This brief is for design enquiries and does not place an order.
Design and printing costs will be agreed before work begins.