

Creative Brief

Please complete this Creative Brief to enable the friendly staff at key2creative to provide you with a design that best suits your needs.

To standardise the creative materials for ECU we follow the ECU Style Guidelines, including the paper stock recommendations, which have been geared towards making environmentally friendly choices.

Before commencing on this work, you will be given an estimate of costs, for your approval.

Contact Information

Contact name:

Department:

Telephone: Mobile: Email:

Job specifications (eg. brochure, booklet, poster...)

Description:

Estimated number of pages:

Size (eg. DL, A4, A3...):

Project direction

What is the main message to communicate? (eg. international students, new course...)

Who are we targeting? (eg. school leavers, research partners/government...)

What are the mandatories? (eg. contact details, date details, CRICOS Provider code...)

Is this project a redesign of an already existing piece? YES NO
(If YES, please provide sample OR supply previous job number)

How often will this project occur?
 Once Weekly Monthly Quarterly Biannually Annually

Other Considerations

Details of any photos/images to be included (please email to info@key2creative.com.au):

Additional notes to designer:

Printing details

Quantity required:

Special instructions (eg. paper icons included, online only):

Timelines

Date first concept/draft required:

Print delivery deadline:

Delivery address (including contact name):

NOTE: Logos should be supplied in a vector format (Adobe Illustrator .ai or .eps). If a vector format is not available, logos can be supplied as .eps, .tif and .jpg formats. Photo/image resolution should be 300dpi at a physical size suitable for the use it is intended.

These can be supplied via email, CD, uploaded to our FTP or via an online image transfer service. Due to quality and copyright issues, images sourced from internet pages are unacceptable.

Please remember to check source and copyright and permissions of supplied images.

If you are submitting this creative brief via email, please [CLICK HERE](#) to send to key2creative

OFFICE USE ONLY

JOB NUMBER:

Logos supplied

Images supplied

Text supplied