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| Design brief | |
| **Client name and**  **contact details** |  |
| **Name and type of project**  (eg printed brochure, banner,  marketing campaign) |  |
| **Start date and deadline by which design must be completed**  (remember at least an additional week upon final sign off will be required before delivery of product) |  |
| **Budget** |  |
| **List any decisions already taken**  (eg if you have already decided on a size or format, availability of photography) |  |
| **Imagery**  Do you already have images or do you need to commission new photography or source from our photo library or shutterstock? Will the designer need to source any stock photography?  Note: images come under the new GDPR legislation. For guidance contact **brand@glasgow.ac.uk**. |  |
| **Background and objectives** | |
| Who is you target audience? |  |
| What are you trying to communicate and why? |  |
| What is the most important message to say or show? |  |
| What is the response that you want from the target audience (eg call, email, apply, visit, register)? |  |

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| **Description of requirement** | |
| **Describe in detail what you want to have designed** (eg if printed material – what size and shape? how many pages? how many copies? If a campaign – what channels of communication will you use? What are the project milestones?  Note: for further guidance on print buying see glasgow.ac.uk/myglasgow/staff/  brandguidelines/marketingtoolkit/  usingprintservices/ |  |
| **Further information** | |
| Will the new materials produced have to fit in with any existing materials? |  |
| How will it be used (eg presented in person or received through the post or picked up from a stand?) |  |
| What is being measured, how and when? |  |
| What is considered a success? |  |

**University brand**

All materials should conform to the University of Glasgow brand guidelines (glasgow.ac.uk/myglasgow/staff/brandguidelines)

**Charity number**

The University has a legal requirement to ensure that its charity strapline – “The University of Glasgow, charity number Sc004401” – appears on all printed documents.