

## Creative brief

Please fill in the fields, save and send to [info@hybertdesign.com](mailto:info@hybertdesign.com) with any required files

### Description

Contact name

Project Title

Job or PO No.

Budget £

Schedule dates: First proof

Final proof

Size (H x W mm – if A size state landscape or portrait)

No. of Pages

Folds

Perforations

Colours (Single/2-colour/4-colour)

Extra plate (Spot varnish/Metallic)

Electronic    Print    Proposed paper weight

Target audience

What is the purpose/call to action

Are all images/logos attached (high resolution please)

### Style

Preferences sliding scale (from 1 to 5 – please check one per line)

Elaborate

Understated

Elegant

Bold

Lively

Serious

Traditional

Modern

Feminine

Masculine

Colourful

Conservative

Bright

Muted

Realistic

Abstract

Suggested likes (eg. colours, styles, fonts etc.)

(please attach samples if helpful)

Things to avoid (eg. colours, styles, fonts etc.)

(please attach samples if helpful)