**graphic design, BRIEF**

Thank you for taking the time to describe the task. It is very important for me to do the work as exact as you need me to, and I will try my best.

Please fill in the lines of the brief in any order that is comfortable for you. I will be glad for additional information and examples.

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| **Company name** |  |
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| **Contact person, position**  (Team contacts, if more than one decision-maker will be working on the project) |  |
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| **Phone** |  |
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| **Email** |  |
|  |  |
| **Other contacts**  (Zoom, Skype, Telegram, Discord, WhatsApp, Google Hangouts) |  |

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| **General description of the task**  (what do I need to develop, how I can be useful to you) |  |
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| **Where will the design be used?** (website, social media, mobileapp) |  |
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| **General Information about your company**  (what makes you different from your competitors, something special about your business) |  |
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| **General Information  about your client**  (what is it important to your client, why they choose your company, what is their need, what is their age, lifestyle, income) |  |
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| **Competitors**  (competitors' websites, examples of competitors' designs, so you don't make the mistake of repeating what they have, or take them as an example if you want the same thing) |  |
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| **Brandbook**  (Do you have a brandbook, any requirements how to implement your brand designs, special fonts? You can provide a link to download the brandbook). |  |
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| **Fonts**  (Specify examples of fonts you like. Are you willing to use paid fonts in the project?) |  |

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| **Technical Requirements**  (Do you know the technical requirements for design layouts? For example: dimensions of banners for the Internet) |  |
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| **References and examples**  (examples of designs that you like and are a reference point) |  |
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| **What to avoid**  (examples of things that irritate you, that are strictly forbidden, unacceptable, absolutely should be avoided. It can be a color, words, communication style) |  |
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| **Publication rules**  (Do you allow the designs to be published in my portfolio on the site, in advertising of my services, can I add your logo in the client section?) |  |
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| **How did you find out about me? :)** (Someone recommended me; we met in person; Instagram, Facebook, search engine) |  |