DESIGN BRIEF

Thank you for taking the time to fill in this briefing document. The more information we receive from you, the more effectively our design team can custom design exactly what you desire. Please don't hesitate to add as much detail as possible. If, however, there are certain sections you don't know, you may leave it up to the design team to use their creativity. Please also take note of the terms & conditions for designs.

CLIENT
INFO

Business Name: _____

Contact Person: _____

Phone Number: _____

Email Address: _____

Web Address: _____

PRODUCT
OVERVIEW

Type of Signage/Products Required: _____

_____ _____

_____ _____

_____ _____

Brief description of business or brand: _____

_____

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_____

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_____

COMPANY
BRANDING INFO

Do you have a vector format of your logo? ☐ YES ☐ NO

- Vector files: Files that can be edited in designing software, e.g. PDF, SVG, EPS, PSD, CDR, etc. Please attach if you do have. (THIS DOES NOT INCLUDE CANVA/CHAT GPT DESIGNS - THEY ARE NOT CONSIDERED AS PRINT-READY FILES)
- If not - Our design team will have to recreate your logo using the provided file, at extra cost.

Do you have specific colour values? ☐ YES ☐ NO

- Only CMYK or PANTONE values will be accepted. - If RGB values are provided, it will be matched to the closest CMYK value.

Please specify: _____

_____

_____

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_____

Company details to be included in the branding:

- Numbers: _____ _____ _____ _____
- Email Addresses: _____ _____ _____
- Websites: _____
- Social Media Tags: _____ _____

_____ _____

- QR Codes: ☐ YES ☐ NO Please attach files

DESIGN
PREFERENCES

Preferred style: _____

•E.g: Modern, Bold, Corporate, Playful, Vibrant, etc.

Preferred colours: _____
(If no colour values are provided. E.g. Navy Blue, Nude, Baby Pink, etc.)

Examples or Inspiration
•Templates available for drafts to indicate positions of elements.
•Please attach images if you have.

ADDITIONAL
NOTES

Specific Instructions: _____

_____

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Important Note on Colour Matching:
- Please provide specific Pantone references (if available) for any brand or exact colours you need us to match.
- Colours displayed on screens and laptops can vary significantly from printed results.
- Gazebo World will not be liable for reprints due to colour variations if Pantone codes are not supplied.

Our Design Process & Terms: (Please read carefully)
- Our design team will create your artwork based on the information and references you provide.
- We are not using computers for the initial creation — all designs are hand-crafted by our team, so minor variations or small adjustments are normal.
- Gazebo World takes no responsibility for errors on completed products which was not noted by the client.
- We allow 24 hours for our design team to thoroughly check the artwork and prepare your quote.
- A standard artwork creation fee of R295 (1 hour) is added to every quote.
- Depending on the complexity, 3 free changes are included with the creation fee.
- Additional changes or major revisions may incur an extra fee.
- Logo redraws will be quoted separately.
- Please request templates for rough drafts if necessary.

We look forward to bringing your ideas to life!

Thank you for choosing Gazebo World