

BRIEF

ORDER

- | | | |
|---|---------------------------------------|--------------------------------------|
| <input type="checkbox"/> corporate identity | <input type="checkbox"/> infographics | <input type="checkbox"/> folder |
| <input type="checkbox"/> logo | <input type="checkbox"/> leaflet | <input type="checkbox"/> label |
| <input type="checkbox"/> banner | <input type="checkbox"/> poster | <input type="checkbox"/> other _____ |

VARIANTS OF THE DESIGN STRATEGY

- ☐ STANDARD (initial price) _____
- ☐ MEDIUM (25% higher price) _____
- ☐ PREMIUM (50% higher price) _____

CONCEPT

- ☐ ready-made elements
- ☐ elements to be designed

TEXT/SLOGAN

- ☐ will be sent
- ☐ to be edited | cost _____

GRAPHICS

- ☐ will be sent
- ☐ purchase | cost _____
- ☐ to be done | cost _____

ZDJĘCIA

- ☐ will be sent
- ☐ purchase | cost _____
- ☐ to be done | cost _____

IMPLEMENTATION

- ☐ cooperation with the printing house | cost _____

PURPOSE

please specify the strategic goals we have to achieve

TARGET GROUP

to whom we should reach

TIMING

consultation _____

presentation of the concept _____

feedback _____

presentation after corrections _____

adaptation of the concept _____

date of completion _____

deadline _____

ADDITIONAL INFORMATION

TOTAL COST _____

CONTRACTOR'S SIGNATURE

PRINCIPAL'S SIGNATURE
