Design Brief Sheet

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<th>Business Name:</th>
<th>Project Title:</th>
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<th>Your Name:</th>
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Person's approval required for project completion and sign off:

1. 
2. 
3. 
4. 

Items Needed for Design:

1. 
2. 
3. 
4. 
5. 

Information about company, what you do & what you are trying to achieve with this project:

---

INFO@BLOSSOMGRAPHIDESIGN.COM
WWW.BLOSSOMGRAPHIDESIGN.COM
Project message/theme:

Corporate guidelines [if any exist?] □ supplied □ none available

Existing marketing material examples [if relevant] □ supplied □ none available

Competitors:
1. 
2. 
3. 
4. 
5. 
6. 

“Look” and “feel required” [please describe in detail]:

________________________________________________________________________

________________________________________________________________________
Target audience (please describe demographic, age, income, hopes dreams etc)

Logos and text - how will these be supplied:

Images: how will these be supplied or do they need to be shot/royalty free?

What is your approximate budget for this project?

Production Specifications (e.g. number of pages, size, paper quality/stock, quantity, stitched ringbound etc etc. Full colour/spot colour etc):
Deadlines

Initial visuals: ___________________ Finished design: ___________________

Print: ____________________________

Any other relevant information: (if you need more room please attach): ___________________
PAYMENT

Method of payment for deposit (50% of the project quote) - please tick method and complete if appropriate:

☐ Visa/Mastercard (processed securely through St George Bank/Bank South Australia)

Name on Card: ____________________________________________________________

Card Number: ____________________________________________________________

Exp Date: ______________________ CVC Code: ________________________________

Signature: __________________________________________________________________

☐ Paypal

Verified Email Address (for invoicing) __________________________________________

☐ Direct Bank Deposit ☐ Telegraphic Transfer

Terms and Conditions

Commencement of work

___________________________ agrees to provide written approval of this submission before any work is commenced, as a Letter of Agreement between __________________________ and Blossom Graphic Design concerning the work outlined in this submission.

PAYMENT

___________________________ agrees to pay the invoiced amount (50% of the total cost proposed) Prior to work commencing. If the work time exceeds 4 calendar weeks in duration, __________________________ agrees to payment by calendar monthly invoices based on the work done to date.

FEES FOR SERVICE

It is agreed that the fee for service shall be the cost estimates provided on page 2 of this submission, unless work undertaken exceeds work outlined. If work undertaken exceeds the items specified on page 2 of this submission, __________________________ agrees to pay appropriate fees for the excess work.
EXCESS WORK

This is defined as any work involving additions to the list of items on page 2 or changes to all pieces of finished artwork after sign off by an authorised representative of __________________________.

LIABILITY REGARDING WORK AND MATERIALS PROVIDED

It is agreed that all work and materials provided for __________________________ by Blossom Graphic Design will be free and clear of all liens and encumbrances and may be lawfully used by __________________________ without infringing upon the rights of others including, and without limiting the generality of the foregoing, any copyright trade secret patent or trade mark rights of any third party.

COPYRIGHT

It is agreed that __________________________ will have the exclusive right to retain and reproduce any artwork, manuals, information, material reports and other output which is produced from the performance of the work outlined in this submission on page 1. It is agreed that Blossom hereby assign to __________________________, upon written confirmation of this submission, all rights title and interest in the future copyright of any artwork, manuals, information, material reports and other output which is produced, extended or modified during the performance of the work outlined on page 1. This granting of copyright does not extend to the use of design proposals submitted but not approved by __________________________ for the work outlined on page 1.

CONFIDENTIALITY

It is agreed that employees of Blossom Graphic Design shall not at any time either during the continuance of the work outlined or thereafter, except in the course of their duties, divulge any of the confidential affairs of __________________________ or any of its clients or associated companies to anyone whatsoever without the previous consent in writing of __________________________.

LITIGATION

It is agreed that Blossom Graphic Design indemnify and hold __________________________ harmless from and against all claims for injury or death to persons or damage to property (including cost of litigation and legal fees) caused by, arising from or incidental to the services to be performed during the performance of the work outlined, except any such claims which are caused by the negligence of __________________________ or its employees, and it is agreed that we shall notify __________________________ in writing of full details of any such claim.

AMENDMENTS TO THESE TERMS AND CONDITIONS

All and any amendments to the terms and conditions outlined in this submission must be provided in writing by __________________________ and signed by an authorised representative of Blossom Graphic Design prior to the commencement of work outlined in this submission.
PROOFING, COLOUR MATCHING & PRINT QUALITY

Computer proofs, such as PDF, EPS, AI, JPEG, PNG or otherwise, are not to be used as colour or matching reference.

Print colour may vary from print run to print run and/or from job to job or from front to back.

The client is responsible to obtain a colour matching integrity proof from their chosen printer to check colour, text placement, spelling for every print ready file obtained from Blossom Graphic Design.

Trimming may vary up to 2mm with most printing firms, and Text should not be placed within 3mm of the edge.

Whilst all care is taken preparing Print files to __________________________, Blossom Graphic Design accepts no responsibility for files that do not print correctly.

All final print artwork files are supplied at a minimum of 300dpi and as PDF files.

_________________________ must provide all full colour printing images in CMYK format. Blossom Graphic Design is not responsible for any colour shift that occurs in conversions from RGB to CMYK colour modes.

ERRORS

Blossom Graphic Design is not responsible for errors and omissions approved by the Customer. The ___________________________ is solely responsible for errors missed during the proofing process of either artwork supplied by ___________________________ or artwork created by Blossom Graphic Design.

COMPUTER

Blossom Graphic Design will not be held liable for distribute viruses, corrupted files, or any other similar software or programs that may damage the operation of any computer hardware or software.

GENERAL

These terms and conditions constitute the entire agreement between us and you in relation to the Website and supersede all other (prior or contemporaneous) communications or displays whether electronic, oral, or written, between us and ___________________________ in relation to Blossom Graphic Design.

_________________________’s relationship and working method with Blossom Graphic Design is conducted electronically and you agree that we may communicate with you electronically for all aspects of your Blossom Graphic Design projects. The provisions of these terms and conditions which by their nature survive termination or expiry of these terms and conditions will survive termination or expiry of these terms and conditions. No responsibility will be taken for reproduction of artwork or written work provided by ___________________________. It is the ___________________________’s responsibility to make sure they have covered the terms and conditions of the copyright law. All projects will remain strictly confidential until their release date. All quotes are valid 14 days from the date at the top of a quotation form. After this time they must be reconfirmed. Approval (_________________________ sign off) is required before files are handed over. Hand over any files will not occur until final payment has been made.

ABN 72 814 589 068  PO BOX 360 SEAFOURTH NSW 2092 AUSTRALIA T. 61 2 8012 2002 F. 61 2 9949 9001 INFO@BLOSSOMGRAPHICDESIGN.COM WWW.BLOSSOMGRAPHICDESIGN.COM