



Website Creative Brief

## A. About your organisation

Please fill in this form in as much detail as possible. Attach any documents or screenshots relevant.

### Organisation's mission statement

### Services / products provided

Insert any relevant product/service information here – why it's different from anything else on the market  
What is unique or exclusive about your products? Why do people choose your products above your competitors'?

### History of the organisation

Insert any relevant background information of company. Describe what your company does. How long have you been in business, how many employees, geographic spread, etc.

## B. Vision and objectives for your website

### What is your vision for your new website?

Please insert the key message/proposition here (short as possible please).

### What are its objectives?

What do you want your website to achieve?

### What are the intended 'deliverables' to the public, your key audiences and your organisation?

## C. Target audience

Be as specific as possible about the target audiences for your site. Provide as accurate a breakdown of the demographics as possible, e.g. gender, age groups, location (state, national, international, rural, city), interests. Provide some assessment as to their likely experience using the internet.

## D. Project management

### Explain the management structure within your organisation for building the site

Who are the decision-makers, their respective roles, internal decision-making procedures.

### Detail your expectations re project status reports

- how frequently you want to meet with the designers
- what is expected by way of reports
- how disputes are to be resolved

## E. Background to the project

Provide any relevant history of the project and/or the organisation that would assist designers to understand people and content sensitivities, schedule, design, aims of the organisation etc.

## F. Design preferences

### Describe the branding & identity to be used for the website

Does it need to complement the organisation's existing branding (logo, font, colours) or is it purposely different?

### Current marketing material

Please list the current marketing material and campaigns that you are actively pursuing at the moment that we will need to make allowances for. Are examples available?

### Corporate Style Guide

Is there an official corporate style guide the designer needs to follow? This would normally include logo usage rules, fonts and pms or hex colours

**What style would you prefer for your website?**

Please select no more than 2 options.

- |   |   |
|---|---|
| <input type="checkbox"/> Fresh            | <input type="checkbox"/> Fun & Functional |
| <input type="checkbox"/> Modern           | <input type="checkbox"/> Elegant          |
| <input type="checkbox"/> Sophisticated    | <input type="checkbox"/> Artistic         |
| <input type="checkbox"/> Professional     | <input type="checkbox"/> Conservative     |
| <input type="checkbox"/> Funky / Youth    | <input type="checkbox"/> Kids / Baby      |
| <input type="checkbox"/> Natural / Earthy | <input type="checkbox"/> Eco              |

**Are there any other words you would like to use to describe the required look?**

**What colours would you like for your website?**

If web safe or exact colours are required please provide PMS, CMYK or RGB values.

**Specify what imagery should be used**

Please note images should in general be kept to a small file size and optimised for fast download as users become intolerant of waiting for images to appear.

## Fonts

Please select your web safe fonts you would prefer to use for the body copy of your site. If you are unsure – then the designer can select one for you.

- |  |  |
|--|--|
| <input type="checkbox"/> Arial           | <input type="checkbox"/> Courier New   |
| <input type="checkbox"/> Georgia         | <input type="checkbox"/> <b>Impact</b> |
| <input type="checkbox"/> Lucida Console  | <input type="checkbox"/> Lucida Sans   |
| <input type="checkbox"/> Palatino        | <input type="checkbox"/> Tahoma        |
| <input type="checkbox"/> Times New Roman | <input type="checkbox"/> Trebuchet     |
| <input type="checkbox"/> Verdana         | <input type="checkbox"/> Choose for me |

## Are there any websites you like?

Please provide URLs whenever possible.

## Are there websites you do not like?

Please provide URLs whenever possible.

## In your own words

Is there anything else you would like to mention about your design preferences / requirements?

## G. Testing and revision

Do you plan to test your new site (using surveys, focus groups, interviews, direct observation, Google Website Optimizer or other form of customer testing)? Over what period will testing take place? – at the beginning, during and/or just before launch?

If changes are required as a result of feedback from the testing, please be informed they are not part of the website design project and will be quoted for and charged separately.

## H. Project schedule and deliverables

What is the deadline for the site to be up and running?

[EMAIL TO LIMESHOT](#)



# About Limeshot Design

Limeshot Design is a one-stop-shop Marketing firm founded by Ema Hoffmann, a MBA-qualified marketing consultant, with more than 10 years experience in graphic and web design, online and offline marketing.

Our mission is simple and ambitious—making outstanding design affordable to businesses of all sizes. We are a group of exceptional associates doing exceptional work.

## What We Value

**Excellence** - Quite simply, we want to be the best at what we do, work with the best solutions providers, and provide the best experience for our clients.

**Collaboration** - We create a collaborative environment for all our projects; clients are invited to participate as an integral part of the critical decision-making process.

**Integrity** - We strive to do the right thing, regardless of the situation.

**Sustainability** - We try to minimize our impact on the environment as much as possible by limiting unnecessary printing & waste, offsetting our carbon emissions and supporting a range of environmental initiatives.

## Experience

Our portfolio of work and clients can be viewed online at [www.limeshot.com](http://www.limeshot.com).

## Contact Information

P: + 61 (02) 8078 6978

E: [creative@limeshot.com](mailto:creative@limeshot.com)

[www.limeshot.com](http://www.limeshot.com)



COPYRIGHT © 2010 Limeshot Design. All rights reserved. No part of this document may be reproduced, stored in a retrieval system or transmitted in any form or by any means, mechanical, electronic, photographic or otherwise without prior written permission of the owner. For information, address Limeshot Design, 19/50 Aubin Street, Neutral Bay NSW 2089.