



19 Carlton Mansions
Holmeigh Road
London
N16 5PX

Design guidelines

Our specialist design team has access to a large pool of resources, training and experience.

You should thoroughly communicate your needs to us at the briefing stage. We recommend you provide information about:

- Your organisation's practices and values.
- Corporate identity requirements.
- Existing communication material which you think reflects your organisation's practices and values.
- Objectives of communication material.
- Words to describe the desired "look" and "feel" such as "contemporary" and "innovative".
- Emotional response you would like to achieve from the audience such as "excited", "proud," or "scared".
- Target audience.

You should include specific briefing information about your design project including:

- Logos, symbols, trademarks.
- How text and photographs will be provided, if needed.
- How graphs and any other graphical elements will be provided and used, if required.
- How many design concepts will be needed?
- Production specifications (for example, number of pages, indented audience)
- Proposed production schedule.
- Delivery requirements including contact/s and address/es, electronic file formatting (if relevant).
- Timeframes for concept presentation and approvals.

Delivery deadlines

Allow enough time for the design process often people are tempted to 'crunch' the time allowed for graphic design. To maximise your design investment, we suggest you allow substantial time for the design process. The focus should be on ensuring the text, design and artwork is correct. If you face strict time constraints, please discuss appropriate solutions with your designer.

We can provide you with some options that won't compromise the value of your communication project.

Try not to let personal taste affect your opinion of a design. Consider whether the design will reach your target audience and whether it will achieve the intended result. In other words is the site for you the client or for your sites users to communicate to the client.

Lucid.net Synonymous with good design
Lucid.net is part of Lucid.net London Limited. Company No. 6743296

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Design Checklist

Criticisms or design suggestions should be specified as clearly as possible using the briefing checklist.

Checklist

Consider providing the following information in your graphic design brief to make the most of your project.:

- Product/service description
- History/present position/goals for future
- Competitor information
- Communication background
- Previous communication activity
- Present communication activity – research, advertising, direct mail, graphic design, public relations, distributor promotions
- Communication task – “the message”
- Context of specific message in relation to business plans
- Information to be included in the designed item (text, logos, images etc)
- Function or desired response
- Target market
- Demographics – age, gender, income, employment, geography, lifestyle
- Purchase motivations – needs, wants, corporate image, product/ service positioning
- Purchase decisions – decision initiators, makers/influencers, end users (if relevant)
- Budget

Available budget

If unsure of budget you could provide:

- Estimates based on similar past projects and other information

Timetable

- Consultation (research, strategy, brief development)
- Creative (concept and design development)
- Production (artwork, printing and other production)

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