



# DESIGN BRIEF

**Thanks for choosing our in house design team to create your adverts as part of your corporate golf package.**

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**This document allows us to get a better understanding of your company and will play a crucial role in creating your adverts**

**Please fill in our design brief in as much detail as you can, and we'll do the rest**  
We recommend using Adobe Reader to view & fill in this form

# ABOUT YOU

YOUR COMPANY DETAILS



## Company Name

## Golf Course(s)

## Email Address

## Telephone Number(s)

## Where would you like your adverts linked to?

What web address would you like the banner advert to take the user to?

E.g. Website Homepage, Facebook Page etc...

## Social Media

Please enter your social media handles



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Any other platforms?

Would you like your social media included in your artwork?

## Checklist

Do you have any of the following?

- High Resolution Logo
- Existing Market Material
- Brand Guidelines (And Any Official Brand Fonts)
- Personal Company Photography
- Licenced Stock Photography (High Res)
- Example Adverts You Like

If you have ticked any of the above, please send everything across along with your design brief!

# YOUR ADVERTS

WHAT DO YOU WANT TO ADVERTISE?



Take a look at [w1g.co.uk/exampleartwork](http://w1g.co.uk/exampleartwork)

Please let us know which examples you liked and why?

Give us a brief description of your company

What services would you like to advertise?

What discounts would you like to offer?

This can include promotions/offers, aimed at whoever you like (e.g. golf members)

How would you like people to contact you?

E.g. Telephone, Whatsapp, Social Media etc...

## Advert Theme

The most important part for us!

What would you like your advert theme to be? Some choose to have a **golf theme**, others prefer us to base their artwork on **previous artwork** or even their **website**.

# THANK YOU

For completing our design brief

## WHAT HAPPENS NEXT?

- 1 You return your details
- 2 We brainstorm your ideas
- 3 We create & send your proofs
- 4 We aim for a 10 working day approval
- 5 We prepare and upload your adverts



# CONTACT US

[artwork@w1g.co](mailto:artwork@w1g.co) or 0113 887 1565

We'll be happy to answer any questions you have!