

PROJECT BRIEF

Please give us as much information as possible, in order to make sure you get the best possible results. Please fill out all the questions relevant to your project.

Company name	
Company address	
Project name	
Brand	
Summary of project	

Objectives

Scope of project <small>i.e. what exactly are you asking us to do, is this pouches, SRPs, mailing boxes? Branded? Unbranded? Brand needed?</small>	
Packaging design objective <small>i.e. more relevant on board projects, but what are we trying to achieve?</small>	
Any 'must haves'	
Purpose of packaging <small>i.e. retail on-shelf packaging, display, e-commerce, protection</small>	
And what's going inside?	

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PROJECT BRIEF (continued)

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Design projects

Do you have a logo?

If yes, can you supply it in high-res JPEG or vector format

Do you have brand colours?

Please supply pantone references if known, or CMYK reference

Is there a style guide?

If yes, can you please send us a copy

Sum up in one paragraph your vision for what you are trying to achieve

Are there any brands/ websites you like which might give a sense?

Sump up your brand in a maximum of three words

i.e high end, luxury, craft, rural etc.

Do you have images that need to appear on the design?

If yes, can you send them? If no, do you need us to source them for you? Any images that require licensing for packaging may incur additional costs, which we will pass on.

Target audience

If really helps to know exactly how you are trying to appeal to and sell to

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Sizes

External dimensions (mm)

Internal dimensions (mm)*

* Only needed for board-based designs

Base gusset (mm)*

* Only needed for stand-up pouches & quad bags (side-gusset pouches)

Estimated first print run

Printing

Will this be printed?

Colour limitations***

*** Some printing processes require a plate for each colour, so we would bear this in mind in the design if needed

Print process

If you know how this is going to be printed, i.e. flexo, litho, digital etc. then please let us know

Flexible packaging design

Substrate (if known)

i.e. Earthfilm, Earthpouch, RePEat, LDPE, PE etc.

Number of SKUs

PROJECT BRIEF (continued)

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Structural design (SRPs, mailing boxes)

Product dimensions

Can you send actual product to check the sizing?

Weight per pack

How many packs does this need to hold?

Material (for structural design)

Board grade?

Do you need it to be leakproof?

Do you mind whether it is glued or glue free?

Further details/information

Please use this space to give us any additional information we may find useful