**Christmas Brochure Design Brief**

We are an online Hamper business in Australia and we need to design and produce our Christmas Hamper brochure for this year. It will need to be a pdf format which will become a digital online brochure. Our business Creative Hampers (www.creativehampers.com.au) is a website that curates, packages and delivers hampers for both consumers and corporates. This specific brochure is targeted to the business market.

Hampers are a luxury gift and Christmas is a traditional time for businesses to give their staff, clients, special customers and suppliers a gift to say thankyou for their support over the year. With Covid, this year has made it more difficult to stay connected to colleagues and clients and a hamper is a great way to do that so we anticipate it will be very popular this year.

I have attached our brochure from last year which was a super quick job (not done by a designer). We had recently purchased the business and we just needed to get something out. This is very substandard but I send it to you to see the sorts of things we will include in the brochure.

This job entails intial design and layout then once agreed final production including free image sourcing (hamper photography will be provided but other stylistic and suitable lifestyle photography to enhance the brochure will need to be sourced by you....royalty free)

**Target Market(s)**

This specific brochure is targeted to the business market. The person who will review the brochure will generally be Executive assistants, Personal Assistants, Marketing Directors and their staff, Senior Managers as well as small business owners. Primarily they will be women.

**Brand Font styles to use**

* Rylan regular for logo
* Montserrat for copy
* Script – bonjour mon ami Rus Re

**Brand colours**

* Orange PMS 151
* Dark Grey #373842
* mid grey #58585a
* light grey #eeeeee
* white #ffffff

**Requirements**

* - The brochure MUST exude quality and appeal to a discerning market  
  - Colours, fonts and logos are listed in the attached brief.
* All lifestyle and design photography to be sourced royalty free
* Hamper photography to be provided but samples can be downloaded from our website [www.creativehampers.com.au](http://www.creativehampers.com.au)
* Initial concept layout design to be approved and then final brochure to be fully completed with revisions as requested

**References**

* www.Creativehampers.com.au
* Instagram Creativehampersau
* Facebook Creativehampersau
* New look hamper boxes attached to brief