**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.

I have attached our brochure from last year to give you an idea of what is to be included. There is a lot of product which needs to be sectionalised to make it easy to use.

This job entails

* initial design and layout
* once the design has been agreed then the winning designer will be required to do the full brochure production using **Canva**. Please do not use photoshop
* All of the images to be used in the brochure production, whether they be for design or lifestyle image purposes, need to be sourced by the designer (only free images please)
* Hamper images will be supplied at a later date by me. For the initial design please use placements based on last year’s brochure.
* Brochure to include all hyperlinks to hampers and web addresses
* Once the bulk of the brochure is ready for production then the canva design files are to be made accessible to me so that any minor changes can be done by me prior to production
* The brochure will be used as digital flip design so please be mindful of this when doing your initial designs

**Specific Requirements**

* The brochure design MUST be stylish and of high quality in order to appeal to the business market.
* We want the brochure to have an overall Christmas feel but not tacky nor too stereotypical. It needs to be “stylish/ quality Christmas”
* The brochure design needs to be different to the previous year. We are looking for a new look
* Hampers are given as corporate gifts so the client wants to know they are giving quality, so the design needs to reflect that
* However we do offer a range of affordable hampers that will be included in this brochure. These will be in a separate category so this page needs to emphasise their affordability
* Colours, fonts and logos as listed
* All lifestyle and design photography to be sourced royalty free
* New 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

**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. Women will be the primary target to receive and order from us. Industries we work with

* Finance
* Real Estate & Property
* Construction
* Recruitment
* Education
* Government
* Small business

**Brand Font styles to use**

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

**Brand colours**

* Orange #ff8200
* Dark Grey #4e4b48
* mid grey #716d6e
* contrast lighter orange #ffc07e (to be used sparingly)
* light grey #eeeeee
* white #ffffff

**References/icons to be used on brochure**

* www.creativehampers.com.au
* Instagram Creativehampersau
* Facebook Creativehampersau
* Linked in
* Previous Christmas brochure attached

**Competitor brochures**

* <https://issuu.com/dailypressgroup/docs/parcelle_christmas_2022_brochure>
* Attached Little Koha brochure & Gourmet Basket brochure