



## **DESIGN BRIEF**

VERSION NUMBER: 1.0  
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## Assets provided

- Full colour Zuni logo – jpeg & eps

## The brief

- Design an invitation from Zuni to their exclusive invite-only event called 'ZEN'

## Background

### Who is Zuni?

- Zuni is a digital strategic consultancy that helps clients create a plan about how to get the most out of digital, helps them implement the plan, measure the ongoing effectiveness and continually improve
- Zuni is a team of hard working, smart digital strategists who love digital
- Zuni's personality is fun and the team enjoy themselves and laugh lots

### What is ZEN?

- Zuni has created **ZEN (Zuni Education & Networking)** which will be a series of networking sessions where a number of Australia's top marketing & digital executives are invited to discuss a number of topical issues related to the digital industry
- This event will NOT be another stuffy, boring, corporate event
- The purpose of the event is to engage in some interesting conversation with like-minded senior professionals
- ZEN currently doesn't have an existing theme or look and feel. We are looking for this to be created by yourself through the first invite
- The event you are designing the invite for is the first in the series of events. For this first event a cool and trendy location has been booked: <http://www.shirtbar.com.au/>  
The venue will change with each new event
- The event will roughly follow the following format:
  - some canapés, welcomes & mingling
  - a 20min break out sessions in groups to discuss a topic
  - break & food
  - another 20min break out sessions in groups to discuss a topic

## Design Brief

- Each guest will also have the opportunity to be fitted for a shirt which Zuni is gifting to them (please see the Shirt Bar's website as the shirt is part of the theme of the venue).

## Format

A4 – with an A6 being the main space available for the main content

Double sided

The brief is open in terms of printing black & white or full colour.

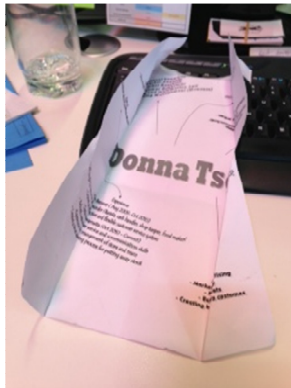
The invite will be digitally printed on white paper.

The invite will be sent to the invitees in the form of a t-shirt (to go with the t-shirt venue theme), as per the pictures below. The invite folds out from the t-shirt into an A4 sheet, as below. As the folding will be done by hand it is important not to place important content on or too close to the folds.

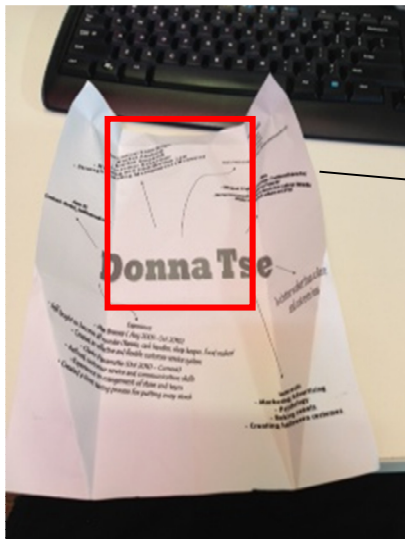
Please consider a design on the front of the shirt also such as the Zuni logo, adding some stitching, a tie, a pattern etc.



Invite in final folded format



Invite in process of being folded

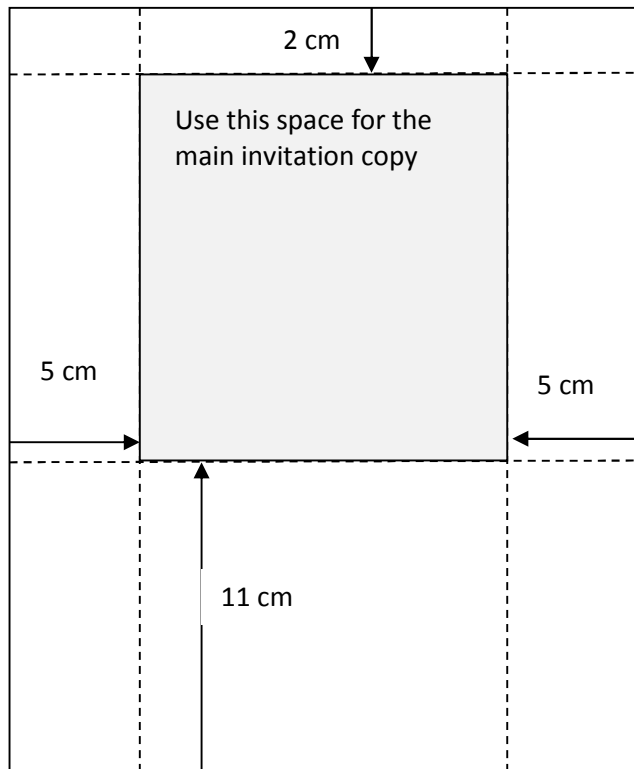


Invite in flat position

You may utilise the whole A4 space, however the main copy is to sit in the space highlighted in red

The below outline better illustrates the folds and measurements:

A4 paper



## Copy

You are invited to Zuni's inaugural, exclusive ZEN.

Please join Zuni & fellow senior Marketing & Digital professionals from some of Australia's well-known and respected organisations for in-depth discussions and insight surrounding some of the topical issues concerning digital marketers.

**Where:** The Shirt Bar, 7 Sussex Lane, Sydney, NSW 2000

**When:** Tuesday, 29<sup>th</sup> October

**Time:** 6.30 pm – 8.30pm

Please arrive by 6.30pm for canapés and drinks. The first group discussion session will start at 7pm.

Please RSVP by 22nd October to [rebecca.guest@zuni.com.au](mailto:rebecca.guest@zuni.com.au)

*Each guest will be fitted and gifted with a hand-tailored business shirt, selected & designed by you.*

*Canapés & drinks will be served throughout the evening.*

## Design Brief

We hope to see you there,

Mike Zeederberg & Valentina Borbone

## Requirements

**Mandatory:** Zuni logo

### ***What we want –***

- An attention-grabbing invite. The people on our guest list receive invites to events all the time, so our invite needs to stand out from the crowd and appear exciting and interesting
- The invite is to create and communicate a theme for ZEN
- You could draw in elements related to the Shirt Bar such as the stitching (this is suggestion only, by no means is it mandatory)
- Please use modern, on-trend font choices and design aesthetic
- The invite needs to represent the exclusiveness of the event

### ***What we don't want –***

- A boring invite

## Communication objectives / key messages

### ➔ **Primary**

What is the event  
The event's exclusivity  
Where & when  
RSVP

### ➔ **Secondary**

The shirt as a gift

## Target Audience

- Senior digital and marketing executives across a number of different industries

## Deliverables

- Print-ready file

## ***Statement of Confidentiality***

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