**Design Brief**

**Organisation name:** McK Group

**Client contact:** Fiona Hollingworth

**Contact email:** fhollingworth@mckayslaw.com

**Product/service/brand name:** McK Group Employee Benefits Program

**Key objectives:** To provide our employees with information regarding the launch of the company’s first Employee Benefits Program via a brochure, PowerPoint presentation and poster, with a common look/theme across each of the three types of media. This is a feel good program to demonstrate to staff that we value them and therefore it needs to generate excitement and enthusiasm for the program and make them feel valued.

**Scope:**

* A4 or A5 colour brochure – front cover, approximately 8 pages, back cover (suitable to be printed in-house or outsourced)
* 2010 PowerPoint Template – Front/opening slide, general slide with direction on font, dot points and sub points and the inclusion of images, back/closing slide.
* A3 colour poster

**Target audience:**

* Solicitors, legal secretaries and administration employees of a modern and progressive legal practice.
* Mixture of male and female employees.
* Age range from 18 to 55 however the majority are 23 to 35.
* Located in Queensland, Australia in four office locations – Brisbane, Mackay, Gold Coast and Chinchilla
* Values: Relaxed and warm, people work together, have fun and are composed.

**Purpose and function:** The brochure will allow our employees to see what Employee Benefits are available to them. The benefits are categorised into four groups: Health Benefits (e.g. gym membership and medical insurance), Social and Community Benefits (e.g. social events, charity involvement), Financial (discounted legal services, subsidised uniforms, discounted shopping, dining and travel) and Reward and Recognition (Years of service awards, performance awards).

**Format:**

* Brochure and poster to be produced using InDesign CS6, design files to be supplied along with PDF versions of final material and links to fonts, images and graphics
* PowerPoint to be produced in Office 2010
* Right to use graphics/imagery must be included

**Logo:**

* Logo colours
  + Process Black
  + Pantone 416c
  + Pantone 421c
* Logo font: Din Rounded Pro Medium

**Attachments:**

* McK Group Logo (JPEG and EPS in various formats)
* McK Group Style Guide

**Visuals:**

* Corporate, however bright and engaging.
* Graphics of employees socialising outside of work, living a healthy lifestyle, going on holiday, shopping or dining.
* Separate colours for each type of our four benefit categories:
  1. Health,
  2. Financial,
  3. Social & Community,
  4. Reward and Recognition.

**Size details:**

* A4 size brochure
* A3 size poster

**Is there anything that should be included/avoided?**

* Colour is to be included in the material, rather than simply using the logo colours.
* Graphics are to be relevant to the benefits on offer.
* There should be a theme/design which links all three types of media together.
* The design should not be overcrowded or saturated.
* Do not use font types that are difficult to read.