IT Mastery Flyer Design Brief

Design Ideas

* Closest to A5 size for print (half a A4 page, 216x139mm). I will be printing these via the Vistaprint website. I am definitely open to other sizes if you believe all the information below, listed under Must Haves, cannot fit on this size flyer.
* Likewise, I was thinking of having all the information on the front of the flyer, and leaving the reverse blank (or just having logo and contact details on reverse), however if it looks better placing some of this information on the reverse please feel free to do so.
* Would like to see extensive use of new IT Mastery colours, blue and orange.
* Obvious use of the new IT Mastery logo at the top.
* More professional looking than “cartoony” or “gimmicky”. The target market for these flyers will be both households and small/medium businesses.
* Would like to see a catchy graphic, picture, used. Maybe as background image. Do not want it all to be mass of text.

About IT Mastery (Must Haves)

* Phone Jeremy on 0435757855
* Email is jvnash@itmastery.com.au
* Located in Bairnsdale, Victoria
* ABN is 57732903897

Services Offered (Must Haves)

Maybe use a separate, relevant, icon for each?

* Computer repair, service, install and upgrade.
* Help in setting up secure networks (both wired and wireless).
* Help in setting up your new hardware.\*
* Help in providing software tricks, tips, and tutorials.
* Software install and configuration.
* Internet and email setup.
* Data backup and recovery.
* Onsite and remote support available.

\*pc’s, laptops, peripherals (printers,scanners,routers), tablet, mobile phone, cameras, televisions, arcade consoles.

Pricing Structure (Must Haves)

* $40 per hour specific job, or am happy to bundle, provide flexible pricing for more complex tasks.
* No call out fee.
* Friendly, hassle free, independent advice and recommendations given.