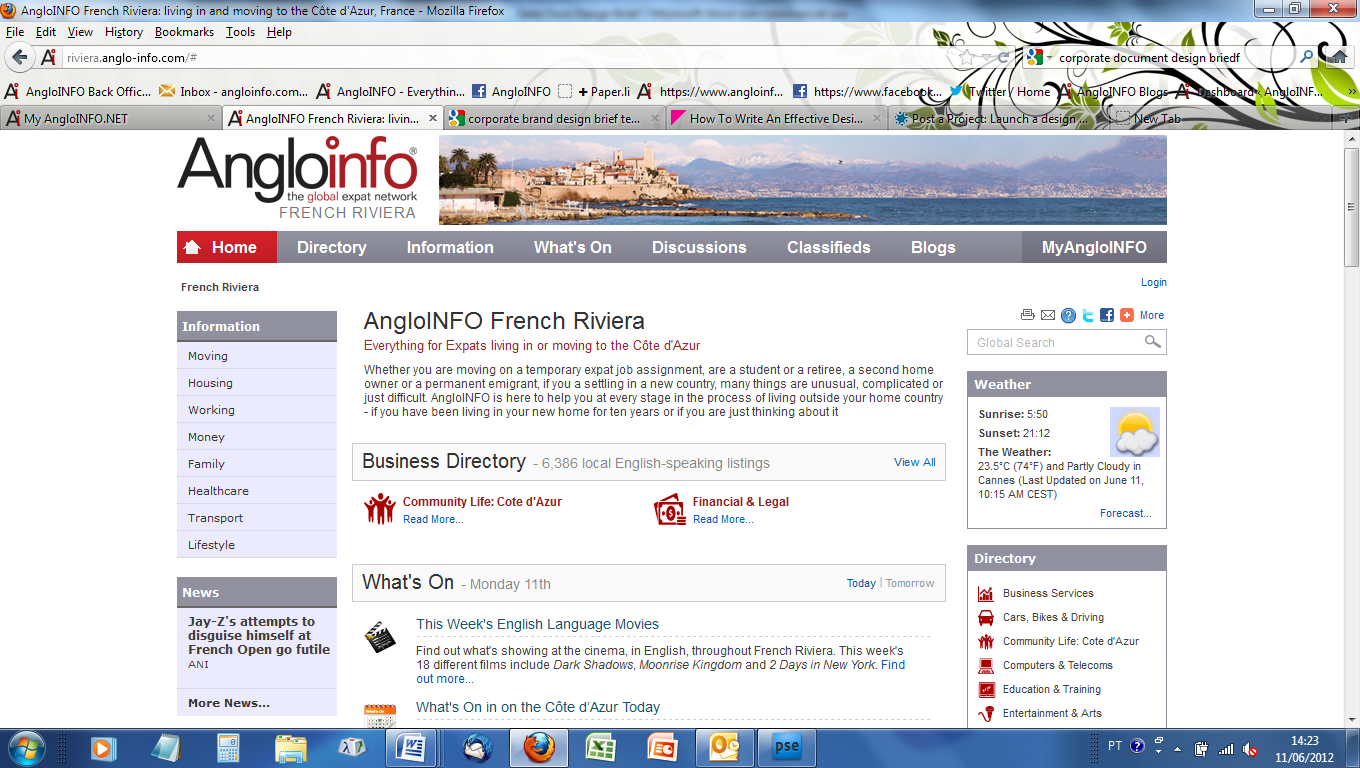
# Introduction

AngloINFO is the world’s leading English language website for expatriates. It was founded in 2000 on the French Riviera and now has 63 local sites around the world in 32 countries and a worldwide site. It has a number of sites under development and it is the intention to continue to grow to 100 live regional sites in 40 countries by December 2012. AngloINFO currently serves over 80 million monthly pageviews to an estimated three million visitors. AngloINFO’s global website can be accessed at [www.angloinfo.com](http://www.angloinfo.com)

A new website, with a more modern look and feel will be released in early July 2012.



# Marketing objectives

With the new website launch, it is time for us to revisit all our internal and external documentation, bringing it together and up to date with our ambitious growth strategy.

We would like to keep our logo as is.

# Required Documents

The documents we require are as follows:

* **New Stationary design** 
  + letterhead – in editable Microsoft Word and PDF (for external printing)
  + envelopes - PDF
  + stickers - PDF
  + envelopes - PDF
  + business cards - PDF
  + compliment slips – PDF
* **Sales Documents** – we require the design of a series of client facing documents, which should be editable and able to the PDFed without any issues. Preferred formats would be Microsoft Word (locked templates so the design cannot be altered, only text content), and source files should be delivered in Adobe InDesign. All documents should have a common look and feel, and they end up being variations of one.
  + Online Advertising Rate Card – 1 page (sample provided)
  + Technical Specifications – 1 page (sample provided)
  + Case Studies – 1 page
  + Training Manual - cover, index, subsequent pages (MS Word would be preferable)
  + 4 page Media Kit, with detailed information of our advertising offer (sample provided)
* **Templates** – again, these should we editable in the formats mentioned above.
  + Powerpoint - Cover + 2 different layout slides
  + Word – a 2-page template for standard documents (like this one)
  + Internal newsletter – to be distributed in PDF, with 4 different internal page layouts.

# Budget and schedule

We will pay £525 for the successful design of the 14 items. We would like to see a range of 3-4 on Monday 25th June where we would pre-select/approve designs and then agree final delivery of all items the following weeks.

# What we provide the designer with: Product shots, website screen shots, photographs, etc

We will provide you with current versions of the documents we use (which are not to be taken as examples of what we would like, in any way), just to show what type of content we will have.

We will also provide you with EPS versions of our current logo on request (ana.silva.oreilly@angloinfo.com)

# General description of format:

We are very open in terms of design styles, but it is important to stress that we do not want to change our logo at this stage and that all documents should be able to be editable at later stages by us, so common formats like MS Word and Powerpoint are preferable.

# Description of target audience: Occupation, gender ratio, average age, nationality/location, psychological demographic, lifestyle preferences.

Quite a mix – age ranges from 20-70, all types of lifestyle preferences, in locations across the globe – most of our active users visit the website on a daily basis.