**design BRief**

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# Assets provided

# Full colour Zuni logo – jpeg & eps

# Full colour AXIS Legal logo

**The brief**

* Design an invitation from Zuni and AXIS Legal to their exclusive invite-only event

***How to protect your company from the legal threats of social networking.***

# 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

# Who is Axis Legal?

# Axis Legal is a Sydney based legal firm with over 15 years experience in IP, digital media and commercial law.

# Axis Legal are a team of smart and friendly lawyers who understand the challenges of the rapidly changing digital marketing and advertising space.

# The Axis Legal team are fun and like to enjoy their working day with a lot of laughs

**What is the event?**

# The purpose of the breakfast event is to offer value to Zuni clients, to help them understand the barriers to using social media effectively. On top of this, it’s an opportunity for Axis Legal to be introduced to Zuni clients and for Axis Legal clients to be introduced to Zuni and related services.

* This event will NOT be another stuffy, boring, corporate breakfast
* This will be an informal event, interactive and engaging, over a light breakfast.

**Format**

* A5 single single-sided invitation
* The brief is open in terms of printing black & white or full colour.
* The invite will be digitally printed on white paper and likely textured paper.

**Copy**

As a valued Zuni client, your exclusive and complimentary invitation is here

**How to protect your company from the legal threats of social networking**

Please join Zuni and Axis Legal for an interactive and informative breakfast session that will be hosted by Sara Delpopolo, the founding principal of Axis Legal, who has 15 years experience in IP, digital media and commercial law. This engaging session will help to demystify the most common problems and barriers faced by companies in their use of social media today.

**You will learn about:**

* **The laws surrounding internal and external communication**
* **Employees and confidentiality (who owns what)**
* **Tips to ensure you stand out in social media without falling foul of the law**

**Where:** Axis Legal, Level 1, 2-12 Foveaux Street, Surry Hills

**When:** Tuesday, 14 October 2014

**Time:** 8am – 10am

 Please RSVP by 9th October 2014 to [zuni@zuni.com.au](mailto:zuni@zuni.com.au)

*A light breakfast will be served.*

*You can get a full rundown of what the session will cover at* [*www.zuni.com.au/xxxxxxxxxxxxx*](http://www.zuni.com.au/xxxxxxxxxxxxx)

We hope to see you there,

Mike Zeederberg & Valentina Borbone @ Zuni

Sara Delpopolo @ Axis Legal

**Requirements**

**Mandatory:** Zuni and Axis Legal logos



C:\Users\zuni\Desktop\dom\new\Axis_logo.eps

***Usable Assets (from our Social Media platforms):***





***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 event is basically offering some free legal advice which is usually costly – this event is free.
* 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**

* What is the event
* The event’s exclusivity
* Where & when
* RSVP

# Target Audience

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

# Deliverables

* Print-ready file

# *Statement of Confidentiality*

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