Design crowd brief.

Homage Jewellery is a small but growing producer of high quality personalised jewellery in Australia.

Our current range sits in the premium end of the market and is starting to get a good following in this niche. We are just about to bring out a new range of smaller, more petite versions of our signature best sellers, which are also bound to be very popular, especially at the lower price points. This new range, at the new price points has been designed to compete heavily with the "cheap, thin and nasty” competitors.

This brochure has to exude quality, it has to translate our core product, which is not the jewellery, but the feelings that people get when they purchase, give and receive our jewellery, so it has to capture that emotion, while being informative about the physical product. Homage jewellery is about being loved, wanted and that connected feeling you get as part of a loving family.

Having said that, it should also be a pretty simple brochure, using the right stock images to tell the story, or sell the emotion, while using our product images to show the options in the new range.

Where possible, the main product pictures used should be actual size - I will provide the dimensions.

The brochure will also double as the sales catalogue - so under each product picture

will be the product code. Each piece is available in sterling silver, 9ct yellow, rose and white gold.

The preferred dimensions of the brochure are 135mm high x 185mm wide and folded in the middle to produce a 4 page flyer/brochure.

The target market is mothers/grandmothers and men purchasing the perfect gift for their wives/mothers. This is the type of thing a wife might bring home to give her husband an appropriate hint of what she really wants, or a mother for her kids.

About the range:

The range is called "Homage Engravables" They can be purchased from Homage approved stockists as blanks which can be taken to a local engraver to be engraved, to be engraved by the stockist (if they have engraving facilities), or for an additional engraving charge, they can be ordered through the stockist, fully engraved by Homage. The engraving price from Homage (ask the retailer for the price) only includes engraving of the front - engraving on the rear can be done at an additional cost. (You might like to use better words than these - but the sentiment should be expressed). Font style from Homage is BLOCK style only as per the pictures shown.

Colours:

Our homage colours are attached - the colour theme should be consistent - but how you use them is up to you.

The design of the brochure should be clean, well communicated - and I will be looking for the central message to come through; communicating connectedness, love, wanted and belonging. When looking at the brochure, I should not only understand what is available to purchase, but WHY!

The brochure should also feature the website: www.homagejewellery.com.au, the facebook page: facebook.com/homagejewellery and a white box on the back for the customer to write down prices or the stockist to put on their stamp.

Main pictures:

The main pictures to be used are the "Connecting Circles set" with engraving (code: CCESET), the "Connecting Ovals Set" (code: COESET) with engraving, the Regular "Circle of Love" with engraving (code: COLER30) and the Small "Circle of Love" with engraving (code: COLES25). Other pictures are there to support these main pics - and show the unengraved style and combinations (with codes). You don't have to include all pictures - only what makes sense. Feel free to crop any and all pictures to fit. Only the main engraved pictures have to be actual size.

Other than that please feel free to use your own creativity.