

Infographic LITE PACK CREATIVE BRIEF

Please, fill out the following questions. In case you don't have a ready answer to a particular question, take a look at our useful [help pages](#).

For the creation of this content piece, we will need from you the following materials: final copy, company logo (in a vector file).

I. GENERAL INFORMATION

1. Contact person:

2. E-mail address:

3. Company name:

4. Company Website:

The following three questions will help us optimize our design for your brand.

5. Type of business:

/In what field does your company specialize? What is the product or service you offer? What is the main customer benefit? Resolution of a problem, achievement of a desired outcome or fulfillment of a need?/

6. Main consumer groups:

/Describe your customers in terms of location of residence, nationality, age, gender (if relevant), financial and educational status, lifestyle, values./

7. Brand personality:

/A brand personality is similar to a person's personality and is something your customers can relate to. Imagine your brand is an individual. What qualities/values would he/she have?/

II. CONTENT & DESIGN

1. Please, name your project (only a working title):

2. What is the main topic of the infographic?

3. What is the main goal of the infographic?

create interest educate entertain lead to action
add to brand awareness increase sales
other:

4. What is the intended audience for this infographic?

5. Where will the infographic be used?

web print
other:

6. Which is a more suitable layout orientation for this infographic?

NOTE: Consider the medium where it will be published.

vertical horizontal

7. Provide a specific size for the final visual:

8. If you have any favorite designs, similar to your vision for this content piece, please attach them to this email or provide us with a direct web link.

9. Preferably, the visualization should include mainly:

NOTE: For all options listed below, you could get unique visual elements crafted by our creative team - adds to production time and price.

icons illustrations typography photographs
other:

10. The main style of the infographic should be?

corporate/ balanced artistic/ conceptual brave/ rich
other:

11. Do you have brand style guide that should be followed for this design? (If yes please attach to this e-mail)

12. In which file type do you want your ready content?

png (better quality for web)

jpeg (better loading speed for web)

other:

pdf web

pdf print

13. Would you mind the infographic to become part of our product portfolio on Le Content website?

yes

no

Please save this PDF file and send it to us via e-mail, accompanied by all additional materials promised along the way (final copy, company logo, brand style guide, exemplary designs). In case your files are too big to be sent via email, you could send them via We Transfer (www.wetransfer.com) or other similar file-transfer platform.