
Great branding
starts with a
great brief.

*Want to bring your
idea to life? We can't
wait to hear all about
it but first we need a
little critical info
from you.*

THE BUSINESS

Business Name _____

Business Address _____

Postal Address _____

Point of contact; that's you! _____

Your role _____

Phone _____ *Number of people in your team* _____

Who are the stakeholders that will be "signing off"? & what are their roles?

1. _____

2. _____

3. _____

ONLINE

www. _____

IG @ _____ *FB @* _____

Other _____

CHOOSE WHICH IS MOST APPLICABLE

- Build a brand from the ground up*
- Develop new material using existing brand assets*
- Refresh/overhaul our brand*

WHERE DO YOU SIT ON THIS LINE?

Full guidance _____ *Clear direction*



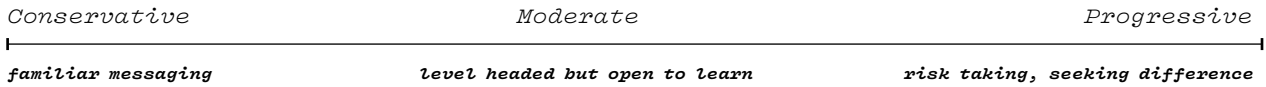
"I trust Small Fortunes to create a market ready solution"

"I'm clear on my aesthetic and want Small Fortunes to bring my idea to life"

WHO ARE YOU CUSTOMERS?

- Niche (the unusual, the obscure, the specialised)*
- Mainstream (the accessible, let's appeal to them all!)*
- B2B (business to business)*
- Other*

HOW WOULD YOU DESCRIBE THEM? (CIRCLE)



**WHY ARE YOU BETTER THAN THE COMPETITION?
HOW WILL THIS PROJECT CHANGE THE GAME?**

TIMELINE

- Working towards a launch date?*
- Scheduling a bottling day?*
- Know when you want to fling those doors open?*

WITHIN 2 MONTHS (___/___/___) WE WANT _____

WITHIN 4 MONTHS (___/___/___) WE WANT _____

IN 4+ MONTHS (___/___/___) WE WANT _____

- *1-2 months = digital output, digital print stickers, quick-fire solutions*
- *2-4 months = brand refresh, labels*
- *4+ months = branding from the ground up, physical packaging*

Shiny new project? We want to dive right in as much as you. However, Small Fortunes schedules projects a minimum 2 weeks from quote approval, and production can take anywhere between 2-20 weeks. It's important to note that tight deadlines bring with them more scrambling, more pressure on suppliers, more short cuts & more compromises. All great solutions take time.

DELIVERABLES

- 1 = Must have!
- 2 = If budget allows
- 3 = The world is your oyster, let's make this huge

We'll work to create strategy of how to best reach you audience, but please number 1-3 next to deliverables to start the conversation.

Strategy

- Brand Strategy Workshop
- Naming
- Pitch docs
- Feasibility study guide
- Social Media strategy
- Copy writing

Brand identity

- Logo
- Business cards
- Style guide (type, colours, usage guide for logo + brand)
- Comprehensive brand guide (tone of voice, brand strategy doc)

Packaging

- Single Boxes
- Cartons
- Printed Labels
- Cans
- Screen print Bottles
- Custom Bottles
- Other

Print collateral

- Brochure / Flyer
- Publications / Books
- POS material
- Posters
- Menus
- Order forms

Digital

- E-signature
- Web-templates
- Newsletter
- EDM
- Socials templates

Other

- Signage
- Merchandise
- Clothing i.e. uniforms
- Vehicle decals

Not on the list?

Go on then, set us a challenge.

VISION BOARD ON THE WALL? DRAWER STUFFED WITH REFERENCES? OUR JOB IS TO UNDERSTAND THE MARKET AND TO UNDERSTAND YOU. IS THERE SOMETHING THAT NEEDS CONSIDERATION? LET US KNOW.

Are we a good match?
“Coffee & Chat” Calendar
invite coming your way.

*There are countless
approaches to building
brands. Don't jump in
too quick, be sure to
date around. Before we
make this official, we
want you to **know** that
we're truly **THE** one.*

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