

# SCRUM ON STATIONERY BRIEF

Please read my branding guide as it will give you an indication of what brand I am after. Although I am in early days with it, I am open to your creative expertise.

Please spend a little time thinking about my brand, and not slapping something together with no thought. This will not be my only gig, so I do want to work with a designer that gets to know my brand and we can do repeat business.

At the end of the gig, I do want raw files, as well as printer ready files and word files where specified.

I am looking for quite a few things

## CORE INFORMATION

Here is some information you may need

Company Legal Name	Scrum On Pty Ltd
Common name	Scrum On
ABN	76 168 601 607
Postal Address	PO Box 2233, Templestowe Lower, VIC 3108, Australia
Phone	1300SCRUM
Web	www.scrum-on.com.au

The following information is needed

## LETTERHEAD

A letter head to write letters to clients

- A4
- Printer ready
- Word Template

## COMPLEMENTARY SLIP

Complementary slips

- DL
- Printer Ready

## ENVELOPE

- DL (no window)

- Return Address
- Printer Ready

## PRESENTATION FOLDER

I want a presentation folder to put proposals in

- A4
- Outline to be forwarded – Should have within 48 hours
- Printer ready

## PROPOSAL TITLE PAGE

An MS-Word title page that has logo, allows me a few lines for the title of the proposal My web address and company phone number and the brand.

- MS Word template only

## BUSINESS CARDS

- Double sided
- Printer ready
- 1300 SCRUM - prominent
- Details
  - First name
  - Last Name
  - Job Title
  - Mobile
  - Email
  - Postal Address
  - Web address
  - Tagline

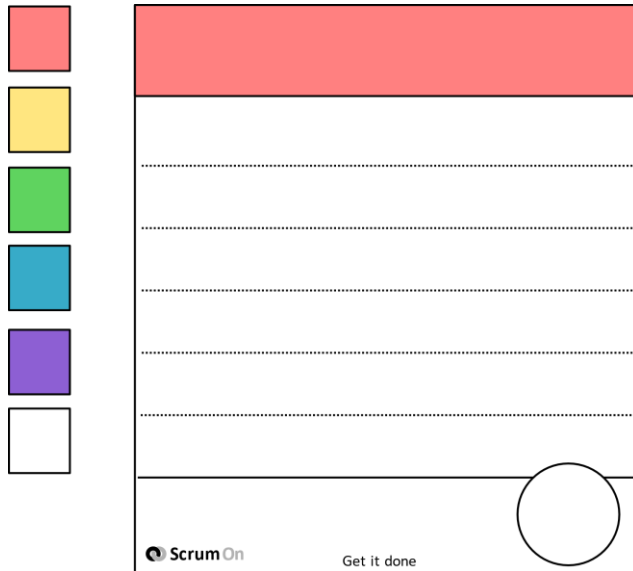
Details	Person 1
First	Brett
Last	Maytom
Job Title	CEO, Professional Scrum Trainer
Email	brett@scrum-on.com.au
Mobile	+61 435 859 444

## INDEX CARDS

Agile teams use system/index cards to manage work on walls. The write their jobs on cards using sharpie pens. I don't like the size of the standard index cards and want to create my own brand.

- Printer Ready
- 101mm x 120mm (Same width as A6, but a about 20 mm) shorter. Not square
- 2 Spot colours, black and
  - Red
  - Yellow
  - Blue
  - Green
  - Purple

- Clear – i.e. only one spot colour
- Spot colours should be light enough to write over with black permanent marker
- Colour must be light, but not pastel. Printer ready
- Need
  - Title (colour)
  - About 6-7 lines to write on
  - Logo
  - Slogan
  - Circle



## NAME CARD

In training classes, I want a simple tent card with my company logo and a place for students to write their name

- Name on both sides
- Logo
- Fold line
- Printer ready



## PLANNING POKER CARDS

I have attached another poker card PDF and Brief,

- Printer Ready

Things I don't like about

- Company Name is not right and too close to line
- Logon not present
- Contrast of company name and background too close
- 0 colour should be blue gray, but that is wrong

- Colours I don't like ... eeew
  - ½
  - 1
- T Shirt image should be simple outline, the one is too fancy
- T Shirt cards should be colours
- I really dislike the diamond pattern on the back of the cards.
- Include telephone number too

## POST-IT

I will be printing yellow post-it notes

- Printer Ready
- 76mm X 76mm
- Small logo and web address (leave majority open)
- Get it done