

Integrate design elements brief

Background

We are currently redesigning our website home page and producing a video and brochure to explain how to use the website:

- the current website is at <http://www.getitwrite.com.au/>
- the rough for the new home page (Home page rough 20150826) are attached
- the rough for brochure (Brochure rough 20150826) is attached
- the video rough first concept draft (which is not for general release) is at <https://www.youtube.com/watch?v=buikTDuiLb8>

We want to have a consistent 'look and feel' to these three products.

Existing elements of the website that **will not change** are:

- the business logo
- the action buttons (such as Get an instant quote, Compare services, Ask our advice etc.)
- the design of all other website pages
- the current colours of the logo or the website.

The three products (brochure, new home page and video) are initial roughs. They do not look good at present, but they say what we want to say. We are not graphic artists and the elements of the three products, and the 'look and feel' across the three products, needs graphic design to improve their quality.

What we want

1. Design roughs (rough artwork) for the brochure, then final artwork after we review, amend and approval the roughs.
2. The artwork must include:
 - the Polished, Readable and Structured boxes
 - the Four hour, Same time next day and ASAP buttons
 - an illustration or similar for the little person scratching their head.
3. There must be greater consistency / design logic between the boxes and buttons, bearing in mind that the Polished, Readable and Structured boxes have text in them.
4. You see in the video we animate the Four hour, Same time next day and ASAP buttons. We also want an animated version of the buttons.