



RhinoInk Illustration Ltd.
Visual Communications

Illustration Brief - Client Questions

Please answer the questions below.

Your responses will give a good overview of your illustration needs and enable me to put together an informed quote for the work required

1. Usage - What will the illustration/s be used for?

This could be, for example...in company literature, on a website, a billboard, or for an App?
For print or digital/online use...or both?

2. Area of Use

Will the illustrations be used only in the UK or could they be used elsewhere in the world?

3. Duration of Licence

How long would you like to be able to use the illustrations for ?

4. For You or Your Client?

Who are the illustrations for?

5. Client Profile

Please give an overview... Roughly what size is the organisation and what services or products are offered?

6. Content

What does the illustration need to show?



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7. Vibe

Is there a particular feel you would like the illustrations to have?

8. Style - Is there any of my previous work you particularly like?

Please visit carys-ink.com ...It would be useful to know if you have any particular preferences on style, although I'm always happy to suggest what might be suitable.

9. Existing Materials

Do you have an existing brand or style guide that the illustrations would need to adhere to? Or any previous materials that need to be considered? If so, please could I see these.

10. Budget

Do you have any kind of figure in mind?

11. Timescale

Are there any deadlines I should be aware of?

12. Anything Else?

Can you think of anything else that should be considered?



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Continuation Sheet / Additional Information (if required)