

FORGE NEWS

> DESIGN INDUSTRY NEWS & INFORMATION FROM FORGE CREATIVE

Welcome to the first issue of Forge News, our regular newsletter which enables us to stay in touch and provide you with the latest industry news.

We hope you all had a great Christmas and New Year - we are looking forward to an exciting and challenging 2009, whatever the market situation throws our way.

It would be great to gain your feedback about our newsletter. If there is something you would like to know about the design process, then we would love to hear from you. Or if you just have a general comment then get in touch. And of course, if you would prefer not to receive future issues, there is an unsubscribe link at the bottom of this newsletter.

As a valued client, we hope to catch up with you soon and we wish you all the very best for the year ahead.

Sean, Sally and Leanne
The Forge Creative team



Designer briefs.

Briefing a designer can sometimes be a daunting task. New clients may often think do I need to have preconceived ideas? Do I tell the designer exactly what to do, or do I put complete trust in them? And if so, how do I actually know what I'm going to get in the end?

The truth is, if you have a good rapport with your designer and if they receive a detailed and accurate brief from you initially, then you are on track to achieve the best solution.

The briefing process should be a simple and easy one. The designer will initially ask pertinent questions for the proposed project. Having an open, free flowing conversation is a great way for the designer to gather this vital information.

Other things that can also help in the process are:

- Restricting the number of people involved in the design approval process - one or two people is an ideal number.
- Trying not to let personal taste affect your opinion of a design. Consider instead if the design will reach your target audience and whether it will achieve the intended result.
- Try to remain aligned with the essence of the brief, once agreed. Mid-project changes often incur extra charges and time delays.
- Most importantly, keep the brief simple and, ideally, inspirational! Don't get too bogged down in detailed descriptions of the final form of the design. Leave room for the designer's input, after all that's what you're paying for!

Case Study: Archae-Aus.



Archae-Aus is a Western Australian archaeology company which required re-branding as its image had become dated and no longer accurately reflected the company's presence in the market. Forge Creative assisted with updating the company's identity and applying it to stationery, uniforms, signage and its new website.



The company's original logo

The use of a lizard graphic was retained from the company's previous logo to ensure continuity, but was updated in shape and colour to reflect a more lively and vibrant style. The icon has been embossed wherever printed to reinforce this energetic feel, which suggests an empathy for all living things in the group's area of operations.



The overall style, stock and colours used in the printed material reflects the Australian countryside, in addition to promoting the company in a professional and corporate way.

< The updated stationery with new corporate identity

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Featured client listing:

Clear communication is illuminating

- Public and media relations
- Corporate communications, including brochure and report writing
- Event management

Shine
communications

T 08 9203 5891 M 0434 330 384

get ready for the
wheelie
big day out

The Centre for Cerebral Palsy's annual challenge on Sunday 5th April 2009 starting at 11am on the Burswood Foreshore.

Meet TV and sports personalities, enjoy free entertainment, fun activities and rides.

Find out more about the day and the 'Challenge' [here](#).

Or call the Wheelie Big Hotline on 1800 424 810.

Would you like to feature your business here?
[Contact us](#) today to find out how!