SECOND STORY STUDIO

Task Brief

Personalisation / Imprint

Answer what you can. Use extra sheets or discuss anything you are unsure about.

Name / business

Email / project reference

1. What would you like us to help you achieve?

Tell us what a successful result would look like.

2. Who will use it, and where?

Audience, setting, business or personal use.

3. What do you already have?

Photos, drawings, measurements, text, branding, source files or the item itself.

4. What must stay, change or be avoided?

Important details, colours, style, brand rules and permissions.

5. What budget and timing should we work around?

A budget range is helpful. Tell us if the date is fixed or preferred.

This Task Brief supports scoping and quotation. It does not place an order or agree a price.

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6. What items and quantities do you need?

Garment/product type, sizes, colours and quantities by size.

7. Are you supplying the items or asking us to source them?

Material, existing condition and any product restrictions.

8. What design, wording or logo will be applied?

Spelling, names, artwork quality and permission to use it.

9. Where should the design sit and how large should it be?

Front/back/sleeve or other position; dimensions and colour preferences.

10. Do you need a proof and how will items be handed over?

Decision-maker, individual variations, packaging and collection/delivery.

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