



Girlfridayz document to provide information

28 Cambria Road London SE5 9AE — E:girlfridayz@girlfridayz.com — Tel: 07931089744

Supplying Supporting Files

All of our packages include free use of imagery from our royalty free library, as standard. However, if we have to pay for an image we would re-charge the cost of the fee to you.

If you wish to supply us with your own images, for example for products, services, staff or premises, then below are the guidelines for supplying files.

Client Supplied Text

We can accept text in the following formats:

Microsoft Word.Doc, Docx and ODT, Text within an Email and any properly open able document (i.e.: pictures, video or any other document)

Client Supplied Logos

These should be supplied as a Digital File in one of the following formats: Illustrator or Freehand Vector. EPS 300DPI Bitmap. TIF 300DPI Photoshop. PSD 300DPI Bitmap.JPG* PDF ready for print or PNG

With a colour mark-up specified as either Pantone reference or CMYK values (if you unsure what these are please call). We cannot accept GIFs as these are unsuitable for print.

*JPGs can only be accepted if they have minimal compression (setting of 10-12 or Maximum Image Quality), as over-compression creates artefacts that cannot be removed later.

Photocopies and faxes are also unusable and will not be accepted.

Client Supplied Images

These must be either a Digital File in one of the following formats:

300DPI Bitmap. TIF 300DPI Photoshop .PSD 300DPI Bitmap.JPG*, JPG's and PNG, (GIF and Gif animated for website or blog) as they are not suitable for

printing of artwork. High-resolution image required. *JPGs can only be accepted if they have minimal compression (setting of 10-12 or Maximum Image quality), as over-compression creates artefacts that cannot be removed later.

The size in mm of the file will determine the final maximum print size, so supplying a file as large as possible is preferable.

We cannot accept images downloaded from websites as they are low quality.

Copyright of Supplied Files

All images supplied must either be clearly from public domain sources with royalty-free usage rights or from your own resource of imagery. Girlfridayz will not accept any liability for images supplied to us by your company that break copyright law, are defamatory or libellous.

Software Supported

InDesign, CS-CS6, Illustrator CS-CS6, Photoshop, CS-CS6 Acrobat CS-CS6 and newer version.

File Acceptance

Digital files can be accepted via e-mail or upload to our site, or send via our contact form on our site, or should you prefer via post (please confirm size first, and the service the information is provided for, your name and contact details.), your uploaded document will be stored on our drive.



Girlfridayz Copywriting Brief

Below are a series of questions we require you to consider to aid us in the drafting of text for your project. Please try to be as thorough as possible as this will help us target the material better to your organization. Please return your answers on a separate sheet(s) of paper posted to us or as a Word document email to us and if available include any useful support materials, such as any corporate materials or guidelines produced in the past or presentations used.

Purpose of Marketing

What do you want to achieve in the short-term and in the long-term? For example, to generate immediate inquiries, or to establish a market presence.

Target Audience

Who do you most want to reach? Qualify and quantify. Describe relevant aspects, both in professional terms

– Nature of business, a position held, etc., and in personal terms - age, sex, etc.

Positioning

The present and, if relevant, the required positioning in the marketplace, both actual and perceived. Strengths, Weaknesses, Opportunities, Threats (SWOT), marketing plan.

Benefits

What is the single most important benefit that will appeal to your target audience? Why is this important to your customer? What are the secondary benefits?

Proposition

What is the key statement that summarizes the main benefit or feature of your product or service?

Rationale

Why should the audience believe what you claim?

Response

What sort of response are you seeking, to increase general awareness, to change attitudes, to buy. Is there an immediate action required within the piece?



Tone of Voice

What sort of language should be used: casual, formal, authoritative, friendly, humorous, etc.? It may be helpful to provide examples of existing material, as well as style guidelines if they exist.

Distribution

How will this be received? By hand, in person, by email, posted, left behind after meeting, published (i.e. website, blog).

Background

Assume we have no knowledge of your activities. It is easy for work to fail because of incorrect assumptions. Supply the essential information they need.

Context

How does this relate to your wider business strategy? What is the competition? Are you aware of any similar activity? Is there anything else you have done, or are planning to do, that is relevant? Where's appropriate, supply examples. How does your target audience feel about your product or service in relation to alternatives available to them?

Content

Supply the information you wish to be communicated. In some cases, you may have draft text, in the other hand you may only have the germ of an idea — so describe what you want to say. Indicate key phrases/terms relevant to the business. For websites, provide any information already held on keywords for SEO. Try to prioritise.