

It's Yvelious. It's done.

# YVELIOUS

web design bureau

## Brief



This Brief on the development of website will help us understand your needs, requirements and ways of meeting them, as well as make preliminary estimates of amount of work.

## Brief on the development of website

You don't need to print out this document to fill it in. Simply type your data in corresponding fields and tick where necessary. When you are ready, save the page and send it to our bureau on our E-mail:

[todo@yvelious.com](mailto:todo@yvelious.com)

All information that you provide us with is confidential and we will not disclose it to any third parties.

### Content of the Brief

#### 1. General information and contacts

#### 2. Basic Business Website

2.a. Design and structure

2.b. Layout and typography

2.c. Functionality

#### 3. Additional features

3.a. Design and structure

3.b. Layout and typography.

3.c. Functionality

### 1. General information and contacts

Order date:

Customer company name:

A representative of the Company, Name:

Position of a representative:

Phone:

E-mail:

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Icq: \_\_\_\_\_  
Skype: \_\_\_\_\_  
Website: \_\_\_\_\_

**Company info:**

Description, type of activity: \_\_\_\_\_  
The mission, motto, slogan of a company: \_\_\_\_\_  
Competitors specify sites: \_\_\_\_\_  
  
Describe your company in 10-12 words:

Additional Information:

**Products and services:**

List of products or services: \_\_\_\_\_  
The target audience, the main consumers: \_\_\_\_\_

**Internet project:**

Domain name: \_\_\_\_\_  
The Name of a website: \_\_\_\_\_

**Website Audience:**

Describe users of products and services of a company:

**Websites that customer likes:**

Please list the sites that you like. Comment features (design, general perception, colors, layout, graphics, functions):

1. Site Address: \_\_\_\_\_  
Comments

2. Site Address: \_\_\_\_\_

Comments

3. Site Address: \_\_\_\_\_

Comments

**Willingness to support the site by yourself or support by any third party organization:**

By myself  
Order support

**Raw materials:**

Images (a folder with photos or a link to photos): \_\_\_\_\_  
Text (a text file or a link to the article): \_\_\_\_\_

## 2. Basic Business Website

### 2.a. Design and structure

**Existing elements of corporate identity:**

Logo  
Corporate colors  
Corporate font  
Graphic elements, images, characters  
Modular grid  
No corporate identity  
Other elements of corporate identity

\*All elements of corporate identity need to provide for the development of the site.

**The overall arrangement of a website:**

Left-hand  
Right-hand  
Centered  
At the discretion of the designer

**Colours and saturation:**

Only the colors of corporate identity  
Colors of corporate identity and any combined with them  
Only the soft pastel colors

Use monochrome theme  
At the discretion of the designer  
Others

**Logo location:**

Top left  
Top right  
Another location

**Navigation Menu:**

Vertical  
Horizontal  
Multi-level drop down

**Location of a navigation menu:**

Above header  
Under the header  
To the left of the header  
The right of the header

**2.b. Layout and typography:**

**Font size for content:**

12px  
14px  
16px  
At the discretion of the HTML-coder  
Other

**Font type for texts:**

Serif  
San-serif  
Some font  
At the discretion of the HTML-coder  
Other

**Font type for headlines:**

Serif  
San-serif  
Some font  
At the discretion of the HTML-coder  
Other

**Font size for title:**

16px  
18px  
20px  
22px  
At the discretion of the HTML-coder  
Other

**2.c. Functionality:**

**A website plan:**

Publication of company news  
Subscribe / Newsletter  
Use the quick search on the site / directory  
Organization of Voting and Polls  
Files downloading

**Gallery site:**

Yes, use gallery  
Gallery will not be

**To use Google Map on the website:**

Yes, use Google Map

No, don't use

### 3. Additional features

We have access to more features that are not included in the package of basic website. They can be ordered extra and thereby increase the attractiveness of your website. Additional features will make the project more flexible, beautiful and modern.

#### 3.a. Design and structure:

##### Logo Design:

Yes, design new logo  
No, don't need

##### Illustrations on the site (new images, characters, design, styling):

Yes, we need an illustration  
Need not

##### Technical design of a website

(this is the creation and processing of images of different styles for the screen graphics and printing)

Partial retouch  
Complete repainting of the original image  
Correction of color, shape, volume, texture, light source and other  
Collages, introduction of objects in the environment

#### 3.b. Layout and typography:

##### Dynamic width layout:

Static  
Dynamic

##### Optimization download speed:

Yes, we must optimize  
No, do not

##### Print CSS - printable version of a website:

Yes, we need printable  
No, do not

##### Site version for the iPhone and Apple-devices:

Yes, make iPhone version  
No, do not

**SEO-friendliness:**

Yes, make this  
No, do not

**Non-standard fonts on the site:**

Yes, custom fonts      Name Your Fonts: \_\_\_\_\_  
No, do not

**3.c. Functionality**

**Feedback on a website:**

Yes, we need a form of communication  
No, do not

**A simple content editor that allows you to edit the information yourself on the pages:**

Yes, need editor  
No, do not

**JS/Jquery animation:**

Yes, need animation  
No, do not