



VISION PICTURE BRIEFING

What is the **PURPOSE** of this drawing? What is the key message?

What else do you want it to say?

Your **PURPOSE /MISSION/VISION** What are you here for, why do you do what you do, who are you doing it for, and what are the consequences of what you do?

How do your **people** work together? How do you work with **partners**? How do you work with your **customers**? What is your **CULTURE** like?

What is important to you as an organisation? What are your **VALUES**?



AUDIENCE Who will see this picture?

Who is the principle audience?

Internal? external?

How do you want them to **think/feel** after seeing it?

USE What do you want to do with the picture? how will it be used?

Print: What size do you want to print it? posters/canvas/postcards?

Online: Web? Social media?

Specific Size? Layout? Portrait or landscape?

What **IMAGERY** do you like? Can you provide some examples of your existing art work or something you have seen online?

What colours would you like? Can you provide brand guidelines/logo?