

PROJECT OVERVIEW / THE BRAND MESSAGE

- We are designing a print brochure to go out to prospective parents for the next academic year
- The school is a well-regarded independent day school in Cambridge for pupils age 4-17
- The overall brand message is individuality, inspiration and family-focused
- Our brand style guidelines can be found here [link or attached]

THE SPECS OF THE BROCHURE

- The brochure will be A4, portrait-orientation, of approximately 36 pages
- We need a selection of portrait-orientation photos to choose a cover image from
- The cover image should depict a group of pupils engaged in a fun activity, ideally with some unique features of the school building or grounds in the background (to avoid looking like a generic stock image of school pupils)
- We also require a selection of wider images that can be full-spread (A3 landscape)

DEMOGRAPHICS OF THE SUBJECTS

- The school attracts pupils from the wider international academic community in Cambridge
- Please ensure a variety of nationalities, ages and genders are depicted

COMPOSITION GUIDANCE

- Please allow some plain areas of background on some images so we can overlay text - particularly on the wide full-spread images
- Where possible, aim to include the school's building or grounds in the background to avoid the stock photo feel
- Please take a variety of images - inside classrooms, outside areas, with/without groups of pupils and closeups of groups of pupils engaged in an activity

LIGHTING AND COLOUR GUIDANCE

- Our brand visual identity is vibrant and colourful - we'd like the photographs to accentuate this
- We'd prefer lighter and brighter images over dark

EXAMPLES OF WHAT WE'RE LOOKING FOR (OR WANTING TO AVOID)

- We like the feel of the following school's prospectuses:
- [list example website links or include as attachments with reasons]

BOOKING DETAILS

- We will arrange a call to discuss the finer details, such as logistics, location, timings and contacts on the day.