the middle club

the brief

for a hotel, pub or restaurant

twelve questions to answer before you brief a designer for your hotel, pub, restaurant or café. by hand or on screen, one line or ten. send it with your enquiry to create@themiddleclub.co.uk.

01 **what is the place?**

the name, what it is, where it is, how long it has been open.

02 **what is it, in one sentence?**

what the place is, who it is for, and why it is chosen over everywhere else on the street.

03 **who are the guests?**

who comes now, and who you want to come.

04 **where does it sit on price?**

the room rate or the average cover, and the places you are compared with.

05 **why now?**

what is not working, or what is about to change.

06 **what do you need?**

the whole brand, or one thing. tick what applies.

- ☐ the whole brand
- ☐ a menu
- ☐ a photo shoot
- ☐ a brochure
- ☐ signage
- ☐ packaging
- ☐ uniforms and merchandise
- ☐ a website
- ☐ an online shop
- ☐ a brand film
- ☐ a campaign
- ☐ social

07 what must not change?

the things guests already love.

08 which places do you admire, and why?

three or four places anywhere, one line each on why.

09 what is the budget?

a range is fine.

10 when does it need to be ready?

the date that matters, and anything fixed before it.

11 who decides?

the one person who signs off, and who else needs to see it.

12 what does good look like in a year?

one or two things you would measure it by.



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