CMQ PUBLISHING STUDIO / CUSTOMER COVER BRIEF

Bailey’s Trail Tails

Public showcase brief



Your brief, brought to the cover

You requested an English cover with a fun, playful and adventurous feel, built around Bailey’s Australian Cattle Dog / Blue Heeler identity. You invited CMQ to choose the theme and write the headlines and supporting copy.

This summary accompanies the revised digital proof with shorter side blurbs.

What you supplied	How it appears on the proof
Bailey. Requested subtitle “Bailey - The Australian Cattle Dog”. Blue Heeler / Bluey design direction.	“Meet Bailey,” “The Australian Cattle Dog” and the “Blue Heeler Spirit” badge.
Energetic, intelligent and loyal. Bailey follows you everywhere and is your shadow dog.	“Big Heeler Energy,” “The Loyal Shadow” and the blurb about Bailey following you everywhere.
Her favourite activity is playing fetch with her ball.	“Always Ready for Fetch” and “Her favourite game? Fetch with her ball.”
She runs to fetch her ball whenever someone makes tea or coffee.	“The Tea-Time Dash” and its story about Bailey running to fetch her ball.
She “talks back” and is cheeky.	“Cheeky Chatterbox” and the line about talking back and “heeler chats.”
Her favourite treats are dog biscuits, eggs and biltong.	All three appear in the “Dog Biscuits, Eggs & Biltong” headline.
She filled a void and is a special companion.	“My loyal shadow. My adventure buddy.” reflects the bond you described.

Your personal message

“With all your barking, nipping, herding, & wildness - you complete our home & our family”

The full wording appears on the cover. The heart is shown as a lime outline.

The visual references included Bailey’s speckled blue-grey coat, white Bentley mark and black patch around her right eye.