

Project Title \_\_\_\_\_

Overview (Project information, goals, measurable objectives)  
\_\_\_\_\_  
\_\_\_\_\_

Features, Benefits & Value (Prioritise the top features & facts, key points)  
\_\_\_\_\_  
\_\_\_\_\_

Primary Audiences (eg male, female, age group, anything that should be avoided in talking to your audience)  
\_\_\_\_\_

How do you plan to utilise these materials?  
 Handouts    Sales/Marketing Tool    Direct Mailing    Online Downloads

Look & feel required (eg contemporary, traditional, brash, minimalist, corporate, fun, examples of similar)  
\_\_\_\_\_

What kind of reaction/response are you hoping for (eg. awareness, increased sales)  
\_\_\_\_\_

Text/Copy (how will these be supplied)  
\_\_\_\_\_

Logos/Images (will these be supplied or do they need to be shot/royalty free)  
\_\_\_\_\_

How many design concepts will be needed?  
\_\_\_\_\_

What is your budget (please specify if design only or design and printing)?  
\_\_\_\_\_

Time/Date required for  
 Concepts \_\_\_/\_\_\_/\_\_\_    proofs \_\_\_/\_\_\_/\_\_\_    final copy (ready to print) \_\_\_/\_\_\_/\_\_\_

How would you like to see proofs?  
 email pdf (preferred)    mail printed proof

What formats do you require the artwork in at project completion?  
Please check all that apply. \*Please note that all file formats may not be available, depending on the application.  
 JPEG    TIFF    PDF    PSD  
 GIF    Microsoft Word DOC    BMP    AI  
 EPS    Publisher PUB    Other \_\_\_\_\_

## contact details

Your name \_\_\_\_\_ Company Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_ Website \_\_\_\_\_

Address \_\_\_\_\_