

Printing For Less - PRINT CREATIVE BRIEF

Company Name	
Type of Product	
Printing For Less Order Number	
Date	
Prepared By	

Key description of the project (1-3 sentences describing the business/consumer pain point and the proposed solution.)	
Purpose What problem are we solving?	
Who is the audience?	Primary Audience/Persona: Secondary Audience/Persona:
What action do we want people to take after receiving this?	
What are the key points that need to be communicated to the consumer?	1. 2. 3.
What are the goals of the project? How will we measure success?	Primary Goal: Secondary Goal:
Who is the competition?	1. 2. 3.

Content (Please provide the exact copy you'd like on your finished print product.)	
Main Headline	

Bodycopy	
Call-to-Action Tell the recipient the action you want them to take.	Example: Call Today! Phone number
Other	

Contact Information (Only complete the information that you'd like included on your finished print product.)	
Address	
Phone Number	
Website	
Email	
Other	

Images & Graphics (Include links or attachments for all graphics you'd like included on your finished print project. If you'd like us to use stock images, please indicate "stock image". If you have a specific type of graphic/image in mind, please let us know what you envision.)	
Logo	
Cover Image	
Brand Guidelines	
Other	
Other	

Inspiration (Let us know your likes and dislikes. Complete as much or as little of this section as you desire. Examples are a great way for us to draw inspiration for your design.)	
Styles or example of designs you like	
Styles or examples of designs you dislike	
Tone	

Brand Personality	
Other	

Other Considerations (Use this section for anything else you'd like us to consider when designing your project.)

Return this form along with your logo and any other graphics to your Printing For Less Customer Service Team, or upload this form (and other necessary items) using the link provided in your order confirmation email.

Your personal graphic designer will notify you via email upon beginning the design of your project. Please note that three rounds of proofing/revisions are included with this creative service. Thank you!

www.PrintingForLess.com

800-930-6040