



WCBS4Printing CREATIVE BRIEF

760-772-8889 • 760-772-9199 fax • wcbs@wcbs.com

COMPANY:

Company Website:

CONTACT:

Phone #:

Email:

INDUSTRY:

TARGET MARKET:

PRODUCT:

Application: Branding Web Forms, Stationery Publication Ad Packaging

Goals/Use/Purpose/Intent:

BRIEF DESCRIPTION:

DESIGN SPECS: (Colors, Design Type, Important Elements, etc.)

Design to Include: Drawing Image Page Layout Copywriting

Color Space: Spot. If spot, PMS Color(s):

CMYK 4-Color Process (print) RGB (web/computer)

Bleeds? (Printing to the edge of the piece): Yes No

Required Fonts:

PRINT PRODUCT SPECS: (Size, Paper, etc.)

Finished Size (Flat):

Folding: Finished Size (Folded):

Paper: Text Cover Coating: Gloss Semi-Gloss Uncoated

Printing: 1 Side 2 Sides

LOOK & FEEL OF PROJECT: Add a number at 'Desired:' to reflect the position on each scale that reflects the look & feel you would like to project. (e.g. If you would like more of a 'Bold' look than 'Elegant', you might circle or type '8' or '9' for the Desired number.

Elegant	<--	1	2	3	4	5	6	7	8	9	10	-->	Bold	Desired:
Playful	<--	1	2	3	4	5	6	7	8	9	10	-->	Serious	Desired:
Traditional	<--	1	2	3	4	5	6	7	8	9	10	-->	Modern	Desired:
Informal	<--	1	2	3	4	5	6	7	8	9	10	-->	Professional	Desired:
Feminine	<--	1	2	3	4	5	6	7	8	9	10	-->	Masculine	Desired:
Colorful	<--	1	2	3	4	5	6	7	8	9	10	-->	Conservative	Desired:
Economical	<--	1	2	3	4	5	6	7	8	9	10	-->	Upmarket	Desired:



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ELEMENT(s) REQUIRED: (Logos or other Brand elements, Fonts) [Vector Art](#) is preferred. They are scalable to any size without loss of resolution. [Pixel-Based Images](#) (photos, web graphics) should appear on your computer monitor *at least* 3-6 times the size of the printed version. See [Art Guidelines](#) at WCBS4Printing.com.)

ELEMENT(s) PREFERRED BUT NOT REQUIRED:

ELEMENT(s) TO NOT INCLUDE:

STOCK GRAPHICS(s) or PHOTO(s) – We’ve become a visually-based society. Graphics or images used can “make or break” a design. Quality images are widely available on the Internet, but are not free. Sources include: fotolia.com, iStockPhoto.com, GettyImages.com, FotoSearch.com, etc. Do not purchase. Send a link and photo “ID Number”. Attach or email a list.

Web links (URLs) of stock images or graphics:

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EXAMPLE(s) / GUIDELINE(s) – Previous product(s), sample(s) of company Branding usage, other work you like found on the web or scan of physical piece, etc. For page layout, please include a hand-drawn or Word layout for relative size and positioning of graphic elements, etc.

Example Web Link(s):

Example Web Link(s):

File(s) Uploaded:

TEXT: – Please provide a text file for desired copy as a .DOC, .RTF or .TXT file.

BUDGET:

DATE NEEDED BY:

ADDITIONAL COMMENTS or INSTRUCTIONS:



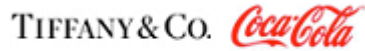
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LOGO STYLE – What type of logo would you like?

Wordmark Logo

Word or name-based logo (text only)



Lettermark Logo

Acronym or letter-based logo (text only)



Pictorial / Combination Logo

A real-world object (optional text)



Abstract Logo

Conceptual / symbolic (optional text)



Emblem Logo

Logo enclosed in a shape



Character Logo

Logo with illustration or character

