



GRAPHIC DESIGN CREATIVE BRIEF

When you are ready to submit the brief, please schedule a 30 minute meeting with **We Are I.T.** Give us a call at **575.521.0111**. Please be sure to either complete this for in Adobe Acrobat and email the .pdf file to **support@weareit.net** or print it out, fill in the information, and bring it to your scheduled meeting.

CONTACT

Name:
Email:
Phone:
Company:

DUE DATE

A production schedule will be developed based on this deadline, which will include draft deadlines and feedback deadlines.

BACKGROUND

Are there past projects to build from and improve? If there are, list them here.

DIMENSIONS

Please list inches, pixels, or paper size.

DESCRIBE IT

Please list three (3) adjectives that describe the nature and tone of the project (i.e. bold, technical, modern)

INSPIRE US

Please list three (3) examples of designs we can use as inspiration. These can be anything you have or anything from the Internet.

WHAT WOULD YOU LIKE DONE?

Please check each type of project you would like done (select all that apply):

- | | |
|---|---|
| <input type="checkbox"/> Logo | <input type="checkbox"/> Eblast/Newsletter |
| <input type="checkbox"/> Business Card | <input type="checkbox"/> Poster |
| <input type="checkbox"/> Printed Ad | <input type="checkbox"/> Facebook Profile Picture |
| <input type="checkbox"/> Flyer | <input type="checkbox"/> Facebook Cover Photo |
| <input type="checkbox"/> Other (please explain) | <input type="text"/> |

WHICH FILES WOULD YOU LIKE?

Please select all that apply:

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> .ai | <input type="checkbox"/> .psd |
| <input type="checkbox"/> .eps | <input type="checkbox"/> .jpg (.jpeg) |
| <input type="checkbox"/> .pdf | <input type="checkbox"/> .png |
| <input type="checkbox"/> Other (please explain) | <input type="text"/> |

COLOR TYPE

Please select all that apply:

- | | |
|--|------------------------------------|
| <input type="checkbox"/> CMYK (print) | <input type="checkbox"/> RGB (web) |
| <input type="checkbox"/> Black & White | |

SAMPLE SKETCH