



Project
brief

Company Name _____

Project Title _____

Your Name _____

Brief Date _____ Expected Due Date _____

Contact Info (phone, email) _____

The following information will help FMS Creative find and design the best design/print solution for you. Please fill in as much as you know. Even if it is not totally accurate, we should be able to capture the essence of what is on your mind. When you are done please forward this to: info@fmscreative.com

What (...marketing materials do you envision? Perhaps a brochure, stationary, corporate ID, poster...?)

Who (...are you talking to? Demographics, lifestyle, age)

Where (...will it be seen or which medium will transport the message? e.g. brochure in a rack, received by bulk mail, handed out, received by email...)

When (...do you need it? What's the timing? Do you need it for a special event?)

Why (...do you need it? What results; increased traffic, awareness?)

Tonality (What's your message about? This is about the look and feel: if you have any rough ideas you want to share with us; we'll find the right way to communicate it.)

Must-Have Components (What has to be included? Logos, etc.)
