

request for proposal:
Print Planning



W²design

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Print Planning

I. Business Profile.

Briefly provide a business summary, including your company name, address, direct phone number and email address.

If applicable, also include your vision/mission statements, motto or tag line.

What value proposition needs to be communicated?

Briefly describe your current customers.

II. Deadlines.

What is the targeted start and end date for this project?

Who, from your staff, will help with the direction and approval of the project? Please provide name(s) and title(s).

Print Planning Continued

III. Project Specifications.

Provide detailed specifications for the print materials. If unsure, please note and we can help.

Example:

- I. Dimensions
- II. Page volume
- III. Black and white vs. Color printing
- IV. Paper stock
- V. Number of pieces to print

Briefly describe the content on the marketing materials, including the frequency it will change and the person responsible for updates. To what extent, if any, will you require our services for future revisions?

Will your project integrate with other marketing materials?

What method will be used to print the materials (i.e. in-house, preferred vendor, etc) If unsure, please note and we can help.

How will you distribute your materials?

Print Planning Continued

IV. Goals and Objectives.

What is the goal for this project?

Who is your target market and what should happen once they receive your marketing material?

How does this project relate to your long-term marketing plan?

Please specify the message you are trying to convey and list five or more keywords.

V. Design References.

Provide references to designs that you like. Or, provide reference to your competitor's designs and briefly describe the perceived strengths and weaknesses.

Print Planning Continued

VI. Creative Direction.

Please list any design elements, including colors, photography, illustrations, fonts, websites, etc.

If your project requires consistency in branding, please indicate the color guidelines, graphic elements, fonts, and typography. Please provide existing style sheets or designs.

Who will write the copy? To what extent, if any, will you require our copywriting services?

VII. Branding.

Will your company require a new brand and identity? This includes a logo, business card, letterhead and an optional brochure.

Additional Information.

Please provide any additional information.

Thank you for filling out the Request for Proposal. Please return via email: info@w2-design.com. We will contact you within one business day of receipt.





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