

3 ASPENS MEDIA Design Request Form



Client: _____ Due Date: _____

New or Existing Client: _____

Project Type: _____

Who is the audience? Where will this be used? What is the goal of this project?

Print *(Resolution 300 dpi min.)*

- | | | |
|---|--|---------------------------------------|
| <input type="checkbox"/> Leave Behind/Sales Sheet | <input type="checkbox"/> Marketing Materials | <input type="checkbox"/> Brochure |
| <input type="checkbox"/> Flyer/Pamphlet | <input type="checkbox"/> Large Print Item | <input type="checkbox"/> Other: _____ |

Dimensions:

Print Requirements:

Notes:

Digital *(Resolution 72-150 dpi min.)*

- | | | |
|---|---|--|
| <input type="checkbox"/> Whitepaper/eBook | <input type="checkbox"/> Downloadable Worksheet | <input type="checkbox"/> Icon/Icon Set |
| <input type="checkbox"/> Web Banner(s)/Digital Ads(s) | <input type="checkbox"/> Email | <input type="checkbox"/> Logo |
| <input type="checkbox"/> Blog Images | <input type="checkbox"/> Website | <input type="checkbox"/> Social Cards |
| <input type="checkbox"/> Infographic | <input type="checkbox"/> Landing Page | <input type="checkbox"/> Other: _____ |

Dimensions:

Notes:

Client Assets:

- | | | |
|--|---|---|
| <input type="checkbox"/> High-resolution logo(s)
<i>(300 dpi .eps/.png/.svg/.jpg)</i> | <input type="checkbox"/> Images | <input type="checkbox"/> Existing Marketing Materials |
| <input type="checkbox"/> Brand Guidelines
<i>(colors/fonts/etc.)</i> | <input type="checkbox"/> Ads from Advertisers | <input type="checkbox"/> Other: _____ |

Deliverables [Final File Type(s)]

- | | | | | | |
|-------------------------------|--------------------------------|----------------------------------|-------------------------------|---|---------------------------------------|
| <input type="checkbox"/> .PDF | <input type="checkbox"/> print | <input type="checkbox"/> digital | <input type="checkbox"/> both | <input type="checkbox"/> .PNG | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> .JPG | <input type="checkbox"/> print | <input type="checkbox"/> digital | <input type="checkbox"/> both | <input type="checkbox"/> Vector File <i>(.ai/.eps/.svg)</i> | |

Creative Freedom: Is this using an existing template, refreshing an old template or a start from scratch project?