



Print Brief Template

Legendary Prints, Big Impact.
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Use this before every job — big or small. Fill it out yourself, or hand it to your client. Five minutes here saves hours later.

A. PROJECT BASICS

Project / Job Name <i>e.g. Spring Market Flyer</i>	Client or Business <i>Who is this for?</i>	Actual Deadline <i>The event, launch, or hard in-hands date</i>
Your Name / Studio		Contact / Email

B. THE FOUR QUESTIONS (ANSWER THESE BEFORE ANYTHING ELSE)

1	What does this piece need to do? <i>Not the format — the moment. What does the person holding it need to feel or do? Where does it live in their life?</i>
2	Where does it physically live? <i>Hands, walls, windows, tote bags, counters, envelopes? This changes everything — weight, finish, size, bleed.</i>
3	What does the client think they want — and what will actually work? <i>Note any references they've shared. Flag anything that needs a reality check before files go to press.</i>

4

What's the real deadline vs. the stated one?

Stated deadline: _____ Real deadline (event / launch / in-hands): _____

C. PRINT SPECIFICATIONS

Finished Size <i>e.g. 4" × 6", A5, 24" × 36"</i>	Quantity <i>How many do you need?</i>	Sides <i>One-sided / Two-sided</i>	Orientation <i>Portrait / Landscape</i>
Stock / Paper <i>e.g. 100lb gloss, uncoated, kraft, cardstock</i>	Finish <i>Matte / Gloss / Soft-touch / Uncoated / Spot UV</i>	Special Requirements <i>Die cut, fold, perforation, bleed notes</i>	

D. FILE & DESIGN STATUS

Files Ready? <i>Yes / No / In progress</i>	File Format <i>PDF / AI / INDD / PSD / Other</i>	Design Notes / Special Instructions <i>Anything we need to know before we open the file</i>
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Bring this in — or send it ahead.

Drop it in your inbox before you call, or bring a printed copy when you come in. Either way, we'll have what we need to get your job right the first time.

Ready to print?

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— *Percival*