

The One-Page Print & Design Brief

Use it before every job, big or small. Fill it in yourself, or hand it to your client.

PRESSQUATCH

Legendary Prints, Big Impact.
pressquatch.com

A. PROJECT BASICS

Project / Job Name

e.g. Spring Market Flyer

Client or Business

Who is this for?

Actual Deadline

Event, launch, or in-hands date

Your Name / Studio

Contact / Email

Budget Range

Helps us match stock & method

B. THE FOUR QUESTIONS (answer these before anything else)

1. What does this piece need to do?

Not the format, the moment. What does the person holding it need to feel or do? Where does it live in their day?

2. Where does it physically live?

Hands, walls, windows, tote bags, counters, envelopes? This quietly decides size, weight, finish, and bleed.

3. What does the client think they want vs. what will actually work?

Note any references they shared. Flag anything that needs a reality check before files go to press.

4. What is the one message?

If everything else fell away, the single thing this piece must communicate.

C. PRINT SPECIFICATIONS

Finished Size

e.g. 4x6, A5, 24x36

Quantity

How many?

Sides

Single / Double

Stock / Paper

e.g. 100lb gloss, uncoated, kraft

Finish

Matte / Gloss / Soft-touch / Spot UV

Color / Bleed

CMYK confirmed? Bleed + die-cut notes

D. FILES & APPROVAL

Files Ready?

Yes / No / In progress

File Format

PDF / AI / INDD / PSD

Who Signs Off / Proof Rounds

Approver + how many proofs

Percival's quick reference

Bleed: extra art past the cut line so no white edges sneak in (usually 1/8").
Safe margin: keep text and logos a touch inside the cut line so nothing gets trimmed off.
DPI: print resolution. Aim for 300 dpi at final size. 72 dpi is screen-only and prints fuzzy.
CMYK: the four print inks. Screens glow in RGB, so design in CMYK to see what you'll get.
Stock weight: paper thickness. Heavier feels premium; lighter folds and mails easier.

Bring it in, or send it ahead.

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

Ready to print? shop.pressquatch.com

Portland, OR - Percival