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Print Project Planner

This project planner helps us get a sense of whether we'd be good partners, and usually helps our clients to better identify and articulate their goals for a print project. Take your time, and answer the questions below as thoroughly as you can, skipping any that aren't relevant.

*Once you're done, please email this completed document to james @ monroeand.co
Any Questions? Please call 646 926 4060*

The Basics

Briefly describe your organization. Who are you, what do you do, and why is it important?

Is the project being developed with a specific date in mind? (For example: an annual meeting, a gala, a holiday, a product launch, a company milestone) When would you like to begin?

What are your budgets for design *and* printing? A ballpark figure is required for us to provide an estimate. Without one, it's impossible to establish the scope of the project.

What research have you done for this project? Have you worked with a designer before?

About the Project

Describe the event, concept, product, or service this piece is intended to provide or promote.

What are some of the improvements you'd like to make to existing print pieces you've done, or business problems you'd like to solve?

Tell us about similar print pieces made by other organizations in your field. What do you like about these items? What do you dislike?

What other print pieces do you think are particularly successful? They could be part of your industry, or totally unrelated.

What makes you different, or better, than the competition? What helps you stand apart?

Who will be responsible for providing content?

Your Audience

Who will receive this item? In order of importance, describe the primary, secondary (and tertiary) recipients of the piece as best you can. Into which demographic groups do they fall? (For example: educators, area tourists, young artists, wealthy urbanites)

What actions will your users ideally perform when they receive the item? (Will they buy tickets, a product, visit your website, contact you, etc?) What do you want them to know? (In a broader/strategic sense beyond what the content of the piece states)

Perception

Describe the feelings you wish the piece to evoke, and the brand attributes you want it to convey. (Sample feelings: friendliness, reassurance, comfort, or excitement. Sample brand attributes: authoritativeness, honesty, professionalism, intelligence, sophistication, reliability, and trustworthiness.)

Using adjectives and short phrases, describe the item's desired look and feel (aesthetic). Or, send any examples. They don't have to be related to your industry. ("Friendly, classic, understated, fresh, bold, simple, bright," etc.)

Do you already have a visual identity (i.e., logo) or brand fonts? Does it need refreshing?

Features & Scope

What size do you imagine the piece will be? How many pages? If you have specs in mind, please include them here.

What quantity of print pieces do you need? (ie: 250, 500, 1000...)

Do you have a printer in mind? If not, will you need help locating a printer and getting quotes?

Have you already created the item's content? Do you need assistance creating a content strategy, or writing or editing copy?

Background

How did you hear about us?

*Thanks again for considering Monroe&Co.
Please email this document back to us at james @ monroeand.co
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