|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Client | {client} | Project name | {projectName} | | Job No | | {jobNo} |
| Product/service | {productService} | | | | Date | | {date} |
| Brief Written by | {am} | Live Date | {liveDate} | | Format | | Digital  Print |
| Total budget: | {totalBudget} | Estimate Attached | Yes /  No | | Production Budget | | {budget} |
| Sign off | Planning Director | Exec Creative Director | | Account Director | | Client | |
|  |  |  | |  | |  | |
| Specification Include dimensions including bleed, folds etc. Specifically colours including specials and pantone references where appropriate supply link to or attach approved creative visual. | {spec} | | | | | | |
| Images/Logos and retouching Give details of all image or logo assets and link to where to find them. Detail any required image retouching. | {imagesRetouching} | | | | | | |
| Messaging Detail any special instructions re headlines, sub lines and body copy ie phone numbers in bold etc. | {messaging} | | | | | | |

|  |  |
| --- | --- |
| Legals/ copywright lines Detail all terms and conditions. Legal lines, caveats, mandatories etc. If space does not allow attach full copy | {legals} |
| Deadlines Sign off deadlines  for each item. | Lasers for internal approval: 1 January 2013  Lasers / PDFs for client / 3rd party approval: 1 January 2013  Artwork handover: 1 January 2013 |
| Miscellaneous  / Other Is there anything else  we need to know / anything else we require? Ie do agency/client need final file copies, if so  in what format and  how many sets? | {miscellaneous} |