

Graphic Creation Specs

Type of Graphic:

Brief Overview of What You're Looking for:

Target Audience:

Purpose of the Piece:

Where this Piece will Reside (your website, Facebook, Pinterest, etc.):

Target Audience:

Tone of Graphic (upbeat, trendy, etc.):

Design Style (clean, bold, vintage, etc.):

Final Medium (print, digital, etc.):

Graphic Dimensions:

File Extension:

DPI Resolution:

Colors to Use:

Font Style (**Basic**: Serif/Sans Serif **Script**: Calligraphy/Handwritten **Fancy**: Groovy (Retro)/Curly)

Images or Photos to Use:

Copy to Include:

Layout Ideas / Samples I Like:

Samples of Graphics You enjoy:

[URL] - What I like & dislike about this example:

[URL] - What I like & dislike about this example:

Avoid These Styles or Elements:

Call to Action (sign up, join now, etc.):

Logo or Website Address to Include:

Additional Information: