



**HOWDY  
Patron!**

# Design Brief

**1.** Fill out all that applies. Think big but be specific. Don't stress; this typically takes 5 min. or less & gets easier with time.

Save then send it. If you have any examples or other art assets you want us to work with, put it all in a .zip folder.

**2.**

**3.** Sit back, relax, we're on it. If we have further questions, we'll message you or vice versa.

*Questions?*

**CALL US!**

(602) 341-5488

[howdypatron.com](http://howdypatron.com)

## Company Name:

## Brand Name:

## Demographic:

What audience are you targeting (e.g., religious groups, age brackets, income level, region. etc.)?

## Media & Doc Size:

Will this be for a Social Media post, flyer, catalog, etc.? Let us know the required dimensions. If you need clarification on the measurements, let us know here.

## Project Details:

Let us know what's on your mind for this project. If you have a neat idea or a particular detail incorporated in this design, write that here. If not, let your designer know you want them to take the lead here.

## Copy:

"Copy" is words, phrases, Call-to-Action, and other words you want us to integrate directly into your design. USE QUOTES ("") to designate breaks in heading, sub-heading, and paragraph structure. Please double-check spelling.

If this brief is for a social media post, would you like us to generate copy for you?

YES

Please leave the specifics of your post or advertisement in *Project Details*.