**GENERAL INFORMATION**

**NAEYC Affiliate Name:**

**Project Title:**

**Affiliate Contact Address/Email/Phone:**

**Design details**

**Project Type\***

**Note: Please complete a separate Project Brief for each individual design request.**

* Business Card
* Invitation (5” x 7”)
* Letterhead (8.5” x 11”)
* Pocket folder (9” x 12”)
* Postcard
  + 5” x 7”
  + 6.125” x 11”
* Tri-fold Brochure (8.5” x 11” flat, 3.75” x 8.5”folded)
* Web banners
  + Leaderboard (728 x 90 pixels)
  + Square (300 x 250 pixels)
* Email blast template (responsive email template including header and footer)
* Other:

If Other, Please Describe:

Note: Other marketing materials, if different from those listed above, will require additional YGS review/approval.)

\*Typical timeline for design is 3 weeks from receipt of final content. May vary from

project-to-project.

**Project Description:** [How will this piece be used in your marketing efforts?]

**Creative Considerations**

**Client provided copy?** [Y/N]

*Note: Please provide the copy/content for the project as a separate Word document file. If copy*

*Is not supplied, additional charges will apply.*

**Client provided photography?** [Y/N]

*Note: Please provide as high-res, 300 dpi images (.jpg files) or vector art (.eps files)*

**Are there previously produced materials/collateral pieces for content/design reference?** [Y/N]

**If Yes, please describe:**

**print specifications**

**Print vendor:** [YGS or Other]

**If YGS, please provide:**

* **Quantity\*:**\*YGS requires a minimum 100 quantity for print requests.
* **Shipping information: [contact name, phone and shipping address]:**

*If other printer, Affiliate will be responsible for coordination of printing with outside vendor*

**Budget and Schedule**

* Project budget range:
* Separate photography/illustration budget:
* “In-hands” date for finished work:

**Additional Information**

*Please provide any other relevant information that may assist The YGS Group in creative development:*

**When complete, please email this form as an attachment to:** [NAEYC\_Design@theygsgroup.com](mailto:NAEYC_Design@theygsgroup.com)**.**

**(One Project Brief per design project, please.)**