



# CREATIVE REQUEST

Request Date:

Date Needed:

Prepared By:

Client:

## Project Description

PLEASE READ THROUGH THIS LIST AND PROVIDE AS MUCH, OF WHAT IS DESCRIBED, AS POSSIBLE.

- What is needed? (Signs, cards, brochures, custom products)
- If your request is for an established client, please just briefly describe the product/graphic wanted; their design will be based on their current branding.
- If your request is for a new client, please provide as much information as possible about the client's brand. Adjectives are your new best friend. Also, please provide a logo, the POS system they use and, if possible, a website to better acquaint ourselves with the company and their brand.
- If there is artwork that you need to attach to this project, please email it to marketing@kickbackpoints.com. Preferred file formats are ai, pdf and psd. Acceptable file formats include: jpg, png, eps, ai, psd, indd, tiff and pdf.
- CONTENT SHOULD BE PROVIDED. The Creative Dept does not write programs or campaigns. We will, of course, advise but we do not make decisions about the message. That is the responsibility of the client and KB salesperson. If you need assistance with providing content, please contact Miranda at marketing@kickbackpoints.com.

**NOTE: The turn-around time for receiving a first proof on any new or custom design can be up to 14 business days.**

Graphic Design Rate is \$60/hour. Excessive proofing (beyond 3) may result in increased hourly charges. Turn-around time for each proof is 2 business days.

## Proofing

### Proof 1

Approved

or Changes:

### Proof 2

Approved

or Changes:

### Proof 3

Approved

or Changes:

To be filled out by the Creative Department

TOTAL NUMBER OF HOURS ON PROJECT: \_\_\_\_\_

TOTAL COST: \_\_\_\_\_

## Final Approval

If the KB Design Team is producing this item, Final Approval must signed by both parties before production will begin.

Approved

KB Agent: \_\_\_\_\_

Client: \_\_\_\_\_