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Your print brief checklist

Crafting the perfect brief is the first step to a flawless print campaign. We've distilled decades of experience into this simple checklist to help you make sure every detail is covered, so your project runs like clockwork and you look like a hero in front of your clients.

Strategic project planning

- Objectives**
Start with the *why*. Are you building awareness, driving sales, or creating cultural buzz? Defining your objectives early gives you a clear compass for every decision that follows.
- Stakeholder sign-off**
Before you dive into the details, ensure all key stakeholders – from marketing and finance to brand and procurement – are aligned. This prevents scope creep and protects your budget.
- Budget**
To set clear expectations and prevent any nasty surprises down the line, lock in a project budget early. This should factor in every component, from materials and finishes to delivery and installation.
- Timelines**
Set competitive yet realistic schedules, and always build in buffers for the unknowns. Your client only cares that the final install is delivered on time, on spec, and within budget – not the nuances in between.

Creative and technical details

- Artwork files**
Ensure your artwork files are high resolution and print ready. A low-resolution image can't be magically sharpened on our end – if you start with quality, you'll end with quality too.
- Measurements and specifications**
Spell out every dimension and technical requirement clearly to avoid misinterpretation. This is the easiest way to prevent mistakes, reprints, delays, and wasted budgets.
- Materials and finishes**
Specify your desired materials (eg fabric, vinyl, mesh) and finishes (eg matt, gloss, lamination). No matter your objectives, we're here to guide you to the perfect outcome – like choosing between a stitched building wrap for strength or a welded one for a sleeker aesthetic.
- Colour and design checks**
Big ideas only work if they survive the leap from screen to print. Be meticulous with design checks to ensure colours and layouts are perfect. Our team can stress test the artwork against the realities of print to catch flaws early, prevent delays, and mitigate costly reprints.

Logistics and installation



Logistics

Watertight logistics can make or break a campaign. Provide us with every detail, from delivery windows and access routes to power supplies and safety checks. We anticipate logistical hurdles to make the installation – and eventual takedown – feel effortless.



Site conditions

Let us know about any site-specific factors that could impact the install upfront, such as harsh weather exposure, limited access for vehicles, or strict venue rules around timings and noise. This way, we can avoid last-minute surprises and plan the right materials, methods, and manpower in advance.



Lifecycle support

Show your commercial awareness by thinking beyond launch day. We can advise on the reuse, repurposing, and sustainable disposal of print assets to help you deliver tangible ROI for your clients.



**Want a trusted expert
to handle every detail?**

Get in touch, and we'll make print the easiest part of your project.

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