



## REMAX Town Center Design Brief

This brief helps us understand your vision and requirements for your marketing materials. Please fill it out completely to ensure a smooth and efficient design process.

### 1. Turnaround Time & Expectations

We strive for efficiency!

- **Small, quick revisions or simple, standard designs** (e.g., updating text on an existing template) typically have a **24-hour turnaround**.
- **New, complex, or large projects** (e.g., custom brochures, large mailer campaigns, unique branding requests) require more time. The turnaround time will be estimated and communicated to you based on the complexity after we review this brief.

### 2. Agent & Project Details

Agent Name \_\_\_\_\_

Email Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Project Title \_\_\_\_\_

### 3. Design Type Selection

Please check all that apply to this project. If selecting "Other," please provide a detailed description in the blank space.

Design Type	Check
Flyer / Handout (Single Page)	<input type="checkbox"/>
Postcard (Mailer)	<input type="checkbox"/>
Trifold / Brochure	<input type="checkbox"/>
Multi-Page Booklet	<input type="checkbox"/>
Business Card (Update/New)	<input type="checkbox"/>



**Pop-By / Door Hanger Card**

**Social Media Graphic** (Specify Platform: \_\_\_\_\_)

**Listing Presentation Insert**

**Signage / Rider**

**Other:**   
\_\_\_\_\_

#### 4. Logistics & Output Specifications

These details are critical for printing and final delivery.

<b>Detail</b>	<b>Requirement</b>
<b>Required Quantity</b> (If printing)	_____
<b>Dimensions</b> (e.g., 5x7 Postcard, 8.5x11 Flyer)	_____
<b>Due Date</b> (If critical)	_____
<b>Preferred Final File Format</b> (e.g., Print-Ready PDF, PNG, JPEG)	_____

#### 5. Design Aesthetic & Inspiration (Required)

**ATTENTION: You MUST attach 2-3 examples of design work you like.** This could be a screenshot, a link, or a PDF.

Examples help us define the style, layout, font treatment, and overall feel you are aiming for.

- What mood should the design convey (e.g., **Luxury, Modern, Friendly, Traditional**)?
- What is your reaction to the **current Remax Town Center branding**? (Circle one):  
Love it / Want a slight variation / Want a custom look



- **Examples Attached?** (Circle one): **YES** / NO (A brief submitted without examples will be returned for completion.)

## 6. Color Palette

If you have specific colors beyond the standard Remax palette that you want incorporated, please provide the exact codes to ensure accuracy.

Color	RGB Code (e.g., 255, 165, 0)	Hex Code (e.g., #FFA500)
Primary Color 1	_____	_____
Secondary Color 2	_____	_____
Accent Color 3	_____	_____

## 7. Content & Copy Description

Please write a brief, descriptive paragraph about the **content, tone, and main goal** of this piece. This is where you tell us what the design needs to *say* and *do*.

*If you have finalized text copy, please attach it separately.*

**Description:**