



CLIENT: \_\_\_\_\_

CONTACT INFO: PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

PROJECT DUE DATE: \_\_\_\_\_

OBJECTIVE: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

TARGET AUDIENCE: (Age, gender, race, location, income, occupation, attitudes, beliefs)

\_\_\_\_\_

\_\_\_\_\_

FEEL: \_\_\_\_\_

tone: \_\_\_\_\_

SOME WORDS TO DESCRIBE COMPANY: \_\_\_\_\_

\_\_\_\_\_

COLOR PREFERENCES: \_\_\_\_\_

MONOCHROME

NEUTRALS WITH POP

TRIAD

ANALOGOUS

CLIENT TO PROVIDE COPY?      YES      LET 6MIXX HANDLE THIS

CLIENT TO PROVIDE IMAGES?      YES      LET 6MIXX HANDLE THIS

BUDGET: \_\_\_\_\_

CONSTRAINTS: \_\_\_\_\_



**EXISTING MARKETING**

LOGO

SLOGAN: \_\_\_\_\_

COLOR SCHEME/IDENTITY:

\_\_\_\_\_  
\_\_\_\_\_

WEBPAGE: \_\_\_\_\_

SOCIAL MEDIA: \_\_\_\_\_

\_\_\_\_\_

MARKETING PLAN

PROMOTIONS

BUSINESS CARDS

LETTERHEAD/ENVELOPES

INVOICE TEMPLATE

BROCHURE

FLYERS/POSTERS

SIGNAGE

ADS (PRINT & WEB)

T-SHIRTS/UNIFORMS

\_\_\_\_\_  
\_\_\_\_\_

**NOTES:**

**EXPECTATIONS FOR NEXT MEETING:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_