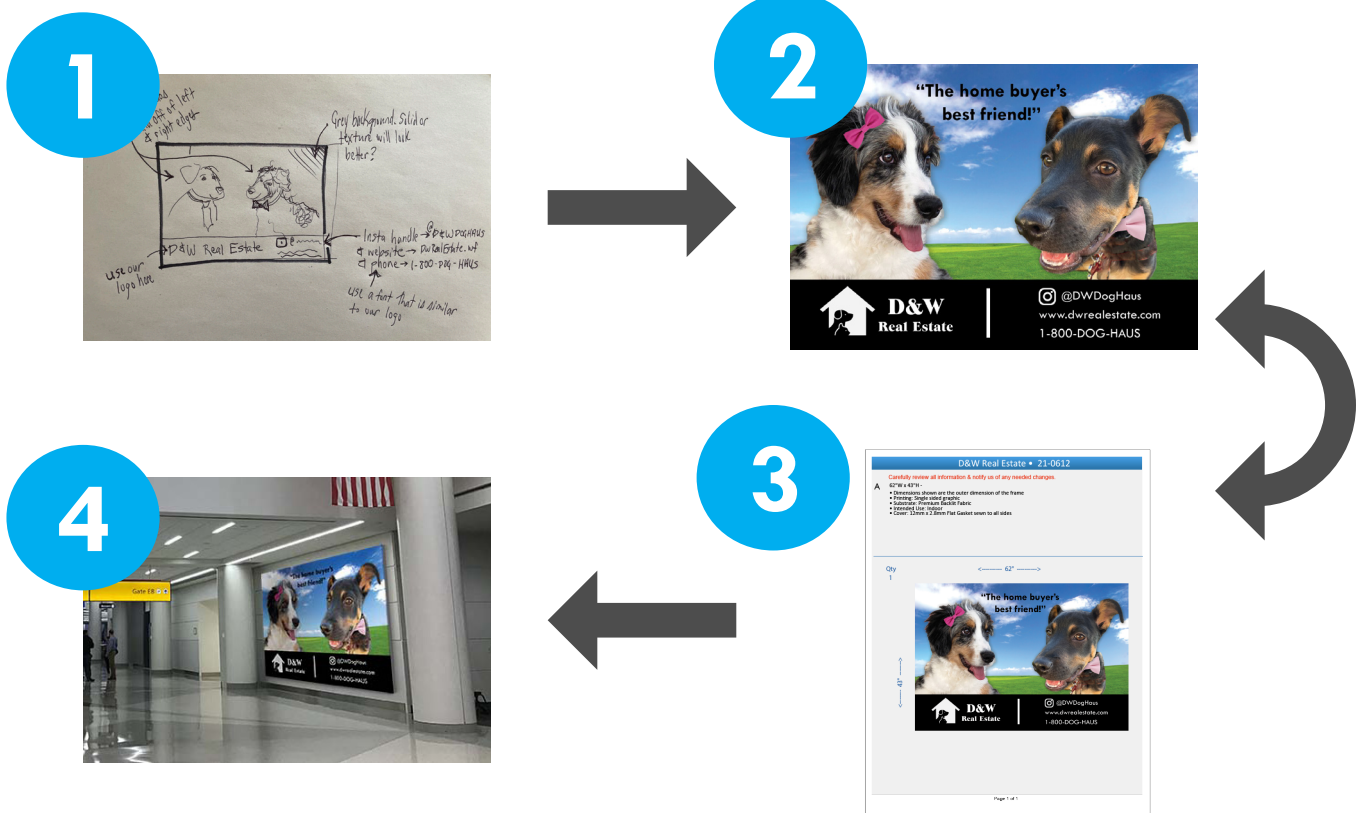


Design Guide



K&R offers a wide range of design services whether building an ad from scratch or editing an existing creative file. The following pages describe your role in the design process and show the progression from the initial concept thru final posting.

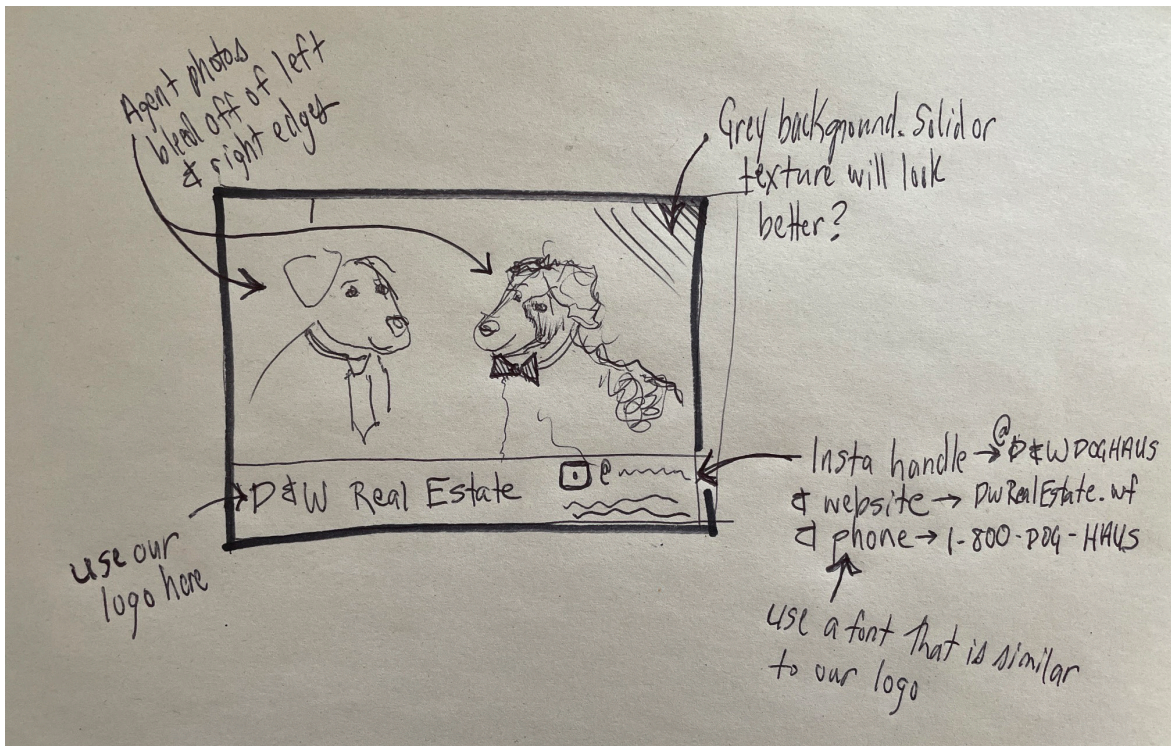


1

Getting Started

If we will create a brand new layout please share a napkin sketch, images of ads that you like, and/or image assets that should be included. The sketch doesn't need to be a masterpiece - just a rough sketch with notes is a great start!

This is the time to communicate brand guidelines such as Pantone colors and fonts. Will the design also be used in digital formats? The more info we have up front, the sooner we can finalize a design and move into production.



Example napkin sketch. It shows a general layout with graphics and text content called out.

Not sure where to start?

Here are some prompts for creative direction:

What is the purpose of your advertisement or campaign?

Who is your target audience?

2

Creative Proof

After K&R receives your design direction we will send creative proofs for your review. This is the time to give us as much feedback as possible before finalizing the layout.



First Creative Proof. The design follows the original intent and is sent to the advertiser for review and comment.



Final Creative Proof. After our client gave feedback on the initial proof, we revised the background and added the company tagline.

3

Graphic Acknowledgment (GA)

Before production begins, we will send a final Graphic Acknowledgment. We will use the new layout on this document with the addition of the frame size, application, and substrate details for your approval.

D&W Real Estate • 21-0612

Carefully review all information & notify us of any needed changes.

A 62"W x 43"H -

- Dimensions shown are the outer dimension of the frame
- Printing: Single sided graphic
- Substrate: Premium Backlit Fabric
- Intended Use: Indoor
- Cover: 12mm x 2.8mm Flat Gasket sewn to all sides

Qty 1

<----- 62" ----->

43" <----->



The graphic features two dogs, a Bernese Mountain Dog on the left and a black and tan dog on the right, both wearing pink bows. They are set against a background of a green field and a blue sky with clouds. The text "The home buyer's best friend!" is centered above the dogs. Below the image is a black banner with the D&W Real Estate logo, the text "D&W Real Estate", and contact information: "@DWDogHaus", "www.dwrealestate.com", and "1-800-DOG-HAUS".

Page 1 of 1

Graphic Acknowledgment (GA)

4

Proof of Posting Photos

Congrats, your ad is posted!



Proof of Posting (POP)