



Design Brief: Interior Painting Banner — Green Mountain Painters

Objective:

Create a banner that displays and reinforces *Green Mountain Painters'* brand identity while promoting our **interior painting services**. The banner will be displayed at indoor venues through the winter. The design should be clean, professional, and visually recognizable to both new and returning customers. See our website www.vtpainters.com for design cues.

Primary Goals:

1. Build brand recognition through consistent use of our logo, colors, and typefaces.
2. Highlight **Interior Painting Services** as the featured offering.
3. Deliver potential clients to our website with a call to action.

Tone & Visual Style:

- Clean, bold, and polished.
- Relatively uncluttered
- Visually interesting
- Reflect established brand look/colors.
- See website www.vtpainters.com

Key Messaging / Copy Options:

- Tagline Options: “Paint Smarter” “Trusted local professionals, since 2005”
- Interior Painting Services: “Walls • Ceilings • Trim • Cabinets • Drywall Repair”
- Call to action: “Book a Free Estimate at www.vtpainters.com”

Content Hierarchy:

- Company name/logo (most prominent) & visual design elements
- “Interior Painting Services” headline/copy
- Supporting services list
- Call to action / website

Technical Details:

- **Format:** Horizontal banner, Vinyl
- **Dimensions:** 4' x 10'