



## Design Brief: Interior Painting Door Hanger — Green Mountain Painters

### Objective:

Design a double-sided door hanger that reinforces Green Mountain Painters' brand identity while promoting our **interior painting services**. This piece will be distributed in residential neighborhoods during the winter and should make a strong visual impression at a glance while offering enough detail to motivate follow-up. See [www.vtpainters.com](http://www.vtpainters.com) for design cues.

### Primary Goals:

- Build brand recognition through consistent use of logo, colors, and typefaces.
- Promote Interior Painting Services as the featured offering.
- Drive traffic to the website via QR code and call to action.
- Present a professional, trustworthy image to potential clients.

### Tone & Visual Style:

- Clean, bold, and polished.
- Front side: visual impact and brand recognition.
- Back side: clear, well-structured content and service overview.
- Reflect the established brand look and feel (see website).

### Front Side: Focus on Graphics / Branding:

- Prominent company logo / colors & brand aesthetic
- Heavy emphasis on graphic design/visual appeal
- Use graphics/design elements & stock photos as necessary
- Can display headline (see copy examples/guidelines below)
- Can display tagline (see copy examples/guidelines below)

### Back Side: Focus on Content / Call to Action:

- Clean, structured design with informational content
- Headline, tagline can be displayed
- Bullet list of services
- Potentially a company blurb / message
- Call to action, include scannable QR code
  - QR code should direct to: <https://www.vtpainters.com/free-estimate/>
- Include graphic design & logo, but less prominent.
- Use stock images that make sense or work with the design, but can be omitted if it clutters the design.

### Technical Details:

- Format: Double-sided door hanger
- Dimensions: Standard 4.25" x 11"
- Paper: Heavy card stock, matte or satin finish

- Printing Notes: Include bleed and safe margins; ensure QR code scannability

## Copy Examples:

*Note: This copy is intended to provide an assortment of on-brand messaging to use as source for the copy portion of the design. Feel free to adjust, use parts/snippets, or adjust as needed to ensure a clean, organized and effective final product. There is also a lot of copy on the various pages on our website that can be used to inform the copywriting process. [www.vtpainters.com](http://www.vtpainters.com)*

- Headlines/Titles:
  - Interior Painting
  - Interior Painting Services
  - Fresh Interior Paint!
- Taglines / Hooks:
  - Paint Smarter
  - Trusted Local Professionals, Since 2005
  - Proudly Serving Vermont Homes and Businesses Since 2005
  - Quality finishes, exceptional customer service and reasonable rates
  - Your trusted choice for interior painting
  - Professional, Reliable Workmanship
  - Difficult access specialists
- More text / Blurbs / Messages:
  - Green Mountain Painters provides a full range of interior painting services for Vermont homes and businesses, taking pride in our clean, communicative workmanship, and friendly, professional tradespeople.
  - From walls and ceilings to trim and cabinets, our friendly team of professionals is ready to handle all aspects of your project with care and attention to detail.
  - Proudly serving Vermont homes and businesses since 2005 with quality finishes, exceptional customer service and reasonable rates.
  - We are access specialists and can safely complete difficult projects including vaulted ceilings, great rooms, foyers and stairways.
  - Setting a higher standard for workmanship, client experience and value.
- List of Services:
  - Walls
  - Ceilings
  - Trim & Doors
  - Kitchens & Cabinets
  - High Access / Stairways
  - Drywall Repair

## Stock Images & Logos:

- *A folder with some stock images will be provided separately, however please use any other appropriate stock images available to you that will reinforce the objectives of this project.*
- *A folder with logo source files will be provided.*