

# House of Blues Entertainment

Home Creative Services Request

FTrack Request System

View Projects

Subject

LBLG

Priority

Normal

Help

Click here for help

Documents

BOX folder url

When naming your project, please be descriptive and concise. It is **not necessary** to include the Division, Venue, Deliverable, or the word UPDATE. Those labels will automatically populated into the job number, based on the info provided below.

Please box up any documents needed for your project, then insert link here.

None

**Low** Moveable Dates

**Normal** 5 Days from submission date

**High** Less than 5 Days from submission date

**Urgent** Extreme Circumstance!!  
Must provide reason for rush when submitting request.

Please see **Key Dates** for standard Creative Services turn-around. Timelines and acceptance of rush projects are subject to team availability and scope of the project in question.

## Creative Services Request (CSR)

Venue

Division

-- Select -- Choose Your Venue

-- Select --

FR	Foundation Room	LVN	Live Nation (CORP)
GB	Gospel Brunch	MRK	Marketing (CORP)
GV	Generic Venue	RET	Retail
MFF	Music Forward	RT	Restaurant
LN	Late Night	SE	Special Events

E-mail

Your Email Please do not leave blank.

Pickup or New Creative

Pickup  New Creative

**Pickup:** A project that exists, has a job number and requires edits or adjustments.  
**New Creative:** A new project that will be created from concept to completion.

Reference Job # for Pickup Project

Please provide all Reference Numbers in the standard format

GV\_HOUS817\_ProjectName\_P

**Key Dates** Requests submitted after 5:00PM PT will be considered next day.

1st Round Review

2nd Round Review

Final Creative Due

Feb 8, 2018

Feb 13, 2018

Feb 16, 2018

February 2018						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

- Request submitted
- 1st Round Review
- In-house approvals
- 2nd Round Review
- Deliverables designed
- Final Creative Due
- Promote
- Event Date

Pickups could take as little as two days. These shorter turnaround times will still require 5 day notice from time of submission to your first round review date.

This example is based on a tentpole event with multiple deliverables. Your timeline should be based on the scope of your individual project.

It may help to work backwards from your event date, to time needed for promotion, and your final, second and first round review dates.

## Deliverables

Check all that apply. (Some options not shown)

- Billboard/Banner  Brochure/Tri-Fold  Calendar Panel
- Flyer/Rack Card  One Sheet
- Poster  Print Ad  Retail Merchandise
- Table Tent

### Print Sizes - Please include ALL PRINT Resolutions here

Provide exact size specifications here.  
Attach spec sheet if applicable, but always list correct specs here as well.

- Other (specify size below)

#### Additional Deliverable Notes - Optional

If you selected Other, please list size needed here.  
You can also request a specific format for your files such as PDF or JPG, or alert us to multiples of the same deliverable in this box.

## Size/Specifications

- Bleed** Bleed Spec
- Bleed  No Bleed Poster- .125"

## Color Options

- PRINT Color (CMYK)  WEB Color (RGB)  Grey Scale
- Other (Describe in Color Notes) Check all that apply.

## Logos/Images

List logos that should appear on your creative.  
No need to attach HOB/C&T logos.

## Final File Notes - Optional

Any final file format specifications (jpeg, PDF, etc.) or final file delivery requirements (FTP upload, etc.) go here.

## Creative Brief

### Please provide as much detail about the project as possible

Tell us about your event/promotion. What do you envision for the final look and feel of your piece? Who will attend? Are there any images attached for inspiration?  
If so, what do you like about them? Etc...

#### Provide exact copy for PRINT

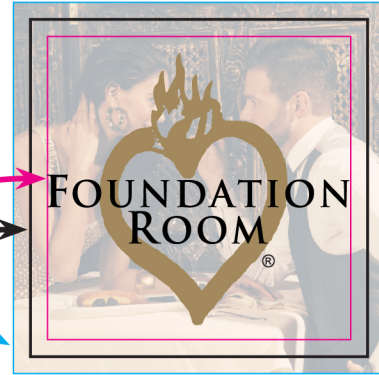
**POSTER/FLYER**  
House of Blues <logo>  
Local Brews Local Grooves <logo>  
The Ultimate Craft Beer, Food and Music Festival  
Featuring SoCal's finest breweries, hottest bands, and tastiest foods!  
Presented with Uneath Music Hub <logo>  
18 BREWERIES!...

Please breakdown copy by deliverable.

#### Provide exact copy for WEB

**ET:**  
Photo of people  
Local Brews Local Grooves <logo>  
The Ultimate Craft Beer, Food and Music Festival  
Presented with Uneath Music Hub <logo>  
TICKETS (Button)

Please breakdown copy by deliverable.



**BLEED:** Part of a printed document that is outside the edges of the final size, used to ensure the design prints to the edge of the paper.

**TRIM:** Final size of a printed document after bleed has been cut.

**LIVE/SAFE AREA:** An internal margin that is used to ensure important graphics or copy are not cut off or too close to the trim.

Submit Request

Cancel