Client Design Questionnaire

Please provide direction by completing the provided fields below. You are encouraged to attach files and documents to this request. Our goal is to provide you with the highest quality and the fastest turnaround on your project. ***The minutes you spend now will save hours later.***

Your Name:

Phone/E-mail Address:

Company Name:

Company slogan, background & short description of services: What does your company represent? Are you serious, fun, energetic, etc.? What's your reason for existing and how do you want others to view your company?

Who is your target audience for this project? Be very specific. Young? Older? Multi-racial? Gender? Social groupings? Kids? Teens? College-aged? Working mom? Disabled? Senior citizens? Athletes?

What is the purpose of this project? What are you trying to accomplish? Yes, you want people to buy your product/service - because why? Was something not working prior to now? Do you want people to view you in a different light? Anything else?

What kind of feeling would you like your project to convey? Examples: formal/corporate, fun, hi-tech, or other? Are you all about glitz and glam or simple and rustic? Soft and endearing or hard and edgy? Country boy or city girl?

Choose adjectives you would like the style of your design to express: (Check each, better yet - create your own!)

Adventurous   Bold   Bright   Classy   Colorful   Conservative   Clean   Curvy   Elegant   Earthy   Fancy

Friendly   Fun   Humorous   Natural   Playful   Powerful   Professional   Quirky   Rustic   Serious   Unique

Simple   Photographic   Vintage   Wild   Youthful   **Other:**

Do you have any images and/or company graphics/logos that should be used or not used?

What is the size of your project? Example: 8.5"x11"; Will there be a series of them at some point? Ex. Wine labels - reds vs whites vs sparkling. Keep in mind to achieve cohesiveness

What type of colors should we use or avoid, if any? Bright bold? Natural, rustic? Neon? Black/White? Pastel? 2-color or full?

Is there any imagery/photos/art you like/dislike for this project? <u>Please provide samples</u>. Something a competitor did that you want to avoid? The look and feel of something you got in the mail last week? A font you saw in a magazine? The vibe a certain brand gives off?

Is there a particular design style you like? Provide samples and/or websites for reference so we can understand the direction you'd like to go. Photography based? Illustrative? Combination? Modern? Minimalist? Vintage/Retro? Feminine? Masculine? Flat? Playful? Grunge? Geometric?

Additional info we should know? The more info you give us, the better!

THANK YOU!!

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