



Please have this filled out and either sent back to me or bring it with prior to are first meeting.

Thank you

## Branding / Project Questionnaire

Name:

Company Name:

Email:

Your Title:

Phone:

URL:

What does your company do?

What is the history of your company?

Do you have a tagline? If so, please provide it:

Please describe your typical customers or target market  
And their values:

Who are you in your customers' minds? An unknown? An innovator?  
An industry leader? How does this compare to your competition?

How do you market your business? How do your customers first meet  
Your brand?

What is your all time favorite movie / TV series? If you don't watch TV favorite book?

## **About your logo & Brand identity**

Do you Have an existing logo? if so, Please provide it.

List 5 words or feelings that you want to convey with your logo and other brands.

List any colors you would like used (favorite colors first)

Are there any elements from the existing logo that you'd like to keep?

In your opinion, what defines a successful logo?

Are there any restrictions to consider when designing the new logo?

Is there anything that must be included, like existing brand elements, words or icons?

Looking at other people's branding, what logos do you like and why?

Are there any logos that you particularly dislike and why?

# Budget, Timelines & Management

Do you have a budget in mind for the project?

How many revision or concepts would you like to see?

Do you have a deadline that needs to be considered?

Who will be the internal decision-makers on this project? Giving feedback and approvals? (fewer decision-makers, the better)

Will there be anyone else involved in this project? Any third party subcontractors or other agencies/freelancers?

How frequently would you like to meet? Weekly? Monthly?

Is there anything else you'd like to add that we haven't already covered?

Finally, what would you like the final work to produce? What materials would you like to see as a result?

# About your project

Please give a brief explanation of the purpose of this project

For example, a new product launch, re-branding, aiming to grow client base, personal.

**Indicate which of the following you may require as a part of this Project.**

## Print design

Flyers

Posters

Advertising—small yellow pages/magazine ads ect.

Advertising—Large Banners, billboards ect.

Labels

Stickers

Packaging design

Signage indoor & outdoor

Photo Editing

Photo Printing

Vynl Wraps

## Branding

Logo

Company or organization name

Business cards

Stationery- letterheads, invoices ect

Signage indoor & outdoor

## Web design

Website

Images for an existing website

Advertising for web

Facebook landing page

**THANK YOU FOR YOUR TIME. I LOOK FORWARD TO MEETING YOU AND GETTING MORE IN DEPTH ABOUT THIS PROJECT AT OUR FIRST MEETING!**