



Design Project Questionnaire

Please fill out this form so we can get on the same page regarding your up-and-coming design project. Your email is required so I may contact you within four business days.

What should I call you? :

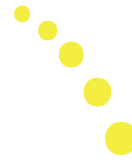
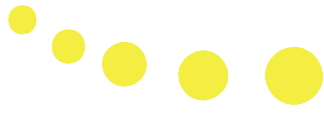
Best email to contact you back :

Today's Date :

Section #1 General Questions

1-6 questions.

1. What kind of design project are you looking for currently?
(Illustration, graphic design, web design, long-term contract, etc.)
2. What is your company's name, and can you describe what your company does?
3. Why was your company started, and what are the long-term goals of your company?



4. Who is your competition, and how is your company different?

5. Can you describe your company's strengths and weaknesses?

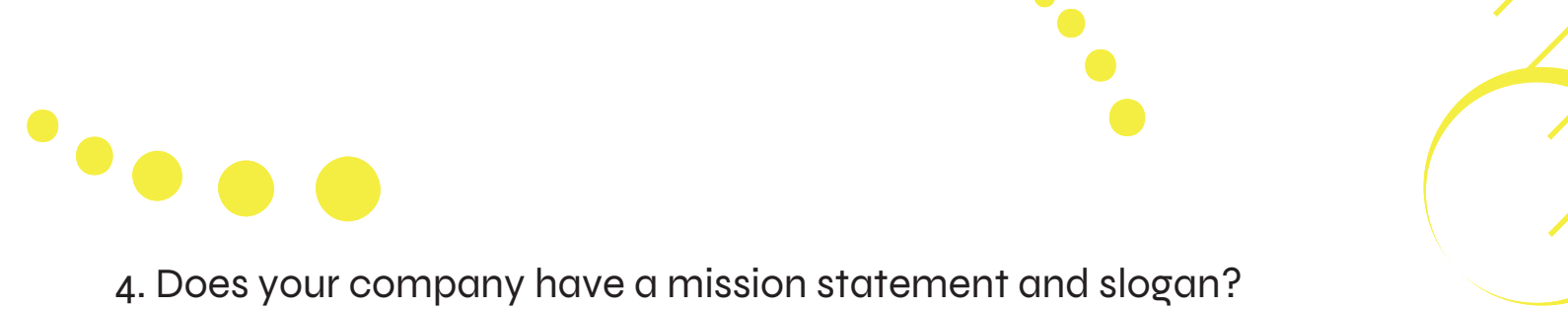
Section #2 Brand & Preference Questions

1-10 questions.

1. Can you identify and describe your target audience? (Age, gender, social class, location)

2. Are you focusing just on this market or are you trying to hit other markets as well?

3. How do you connect with your target audience, and how do they find your company?



4. Does your company have a mission statement and slogan?

5. Why are you looking for something new, and what did you dislike about your previous branding/marketing materials/content, etc.?

6. Are there any design elements associated with your company?(fonts, icons, images, etc.)

7. Are there any design elements you want to try in this project?When you respond to this questionnaire through email, please feel free to attach photos, screenshots, or Pinterest boards that show ex-amples of what you like.



8. Are there any design styles you do not like?

9. Do you have a colour palette in mind? Will this project follow a specific brand style guide?

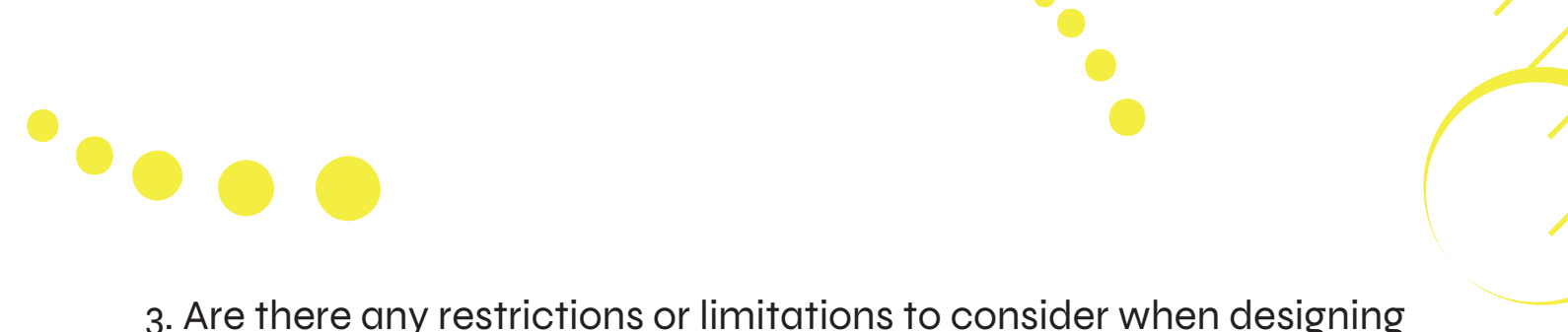
10. How many different concepts would you like to see?
Between 1-4.

Section #3 Project Scale, Time frame & Budget Questions.

1-9 questions.

1. Do you have an expected or estimated budget for this project?

2. How will this design project be used? For physical items, digital content, or both?



3. Are there any restrictions or limitations to consider when designing this project?


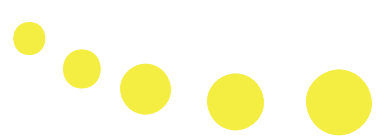
4. Are there any third parties involved in this design project?

5. If third parties are involved, who will be collaborating with them?

6. Who will be my primary contact on this project?

7. Who is involved in the approval process?

8. Are there any deadlines associated with this design project? (Are these preferable or firm deadlines?)



9. Is this design project on a regular timeline (2+ weeks), or does it need to be rushed (finalized and submitted within 5 business days)? ***Rush fees will apply****


Section #4 Final Questions

1-10 questions.

1. Please describe in detail what exactly you are looking for, regarding this project.

2. What material will you be providing me for this project? (Logos, colour palette, fonts, photographs, graphics, etc.)

3. Will you be providing policies and service terms? (Privacy policy, terms of service, refund and exchanges policy, shipping policy, etc.)



4. Will you be needing any additional digital marketing materials? (Social media graphics, branded custom illustrations, charts, infographics, etc.) Please describe.

5. Will you be needing any marketing designs for print* (Business cards, fliers, posters, magnets, etc.)? *Please be aware, I provide print-ready files, but I am not a printer.*

6. If you are wanting additional marketing materials, what would you like your target audience to think of when they see your marketing material?

7. Is there anything else you would like to discuss, that we haven't already covered?



8. Can I help you with any other design projects?

9. Do you know anyone else that may require my services?

10. When would you like me to start this design project?



**Thank you! I look forward to
hearing from you!**