

This simple questionnaire will help us put together a solution that best reflects you and your business. What you say will determine what we create for your business. So take your time, chew your pencil and answer carefully. If there is anything you are unsure of do call us and we will help you.

Please tell us about yourself and your company:

Company name:

Nature of your business:

Primary contact name:

Contact telephone number:

Email address:

Web address:

And now questions about the background of your business:

Q. What are the objectives of this project?

Current situation, problems, opportunities.

A.

Q. What is the geographical location?

Local, London, UK, the world?

A.

Q. What are your target audience's details

Male - female, spending power, age 25 -40 year olds?

A.

Q. What is your target audience's current perception about your brand, product or service?

Specific to your business or the general idea of the nature of your business?

A.

Q. What kind of communication is required?

To design a logo, flyer, company brochure, direct mail, advertisement, website?

A.

Q. What is the single most important thought you want the target audience to have as a result of the communication?

For example: Metrolink are experts in ergonomic furniture I must contact them

A.

Q. What is your unique selling point (USP)? How do you differ from your competition?

A.

Q. What back-up information do you have to support this proposition?
Product facts, awards, case studies, research, client list, testimonials?

A.
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Q. What is the most appropriate style/tone of voice for your communication?
Fun and energetic, detached and corporate, suave and professional?

A.

Q. What of the following elements would you like to be included in your communication?

a) Logo Existing logos to be included in design, new logo to be included?

A.

b) Typeface Existing typeface, favorite typeface?

A.

c) Corporate colours Existing colours, favorite colours?

A.

d) Any other elements or considerations you want to be included:
Existing graphics, strap line?

A.

Q. Do you require other services to help you towards the success of this project?
Copy writing? Photographer? Photo library shots?

A.

Q. Have you got an idea on a budget for this project?

A.

Q. Do you have a time line for this project?

Is the project is to be launched in phases ie logo, stationery, flyers, brochures? List the intended timings and possible budget for each of them

A.

Q. Are you considering other activities to support this project?
Web site, radio, phone calls?

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16. Additional notes and comments?

Please add anything else you think maybe of interest to us - be it your favorite logo, quote or plant!

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Thank you for your time in completing this questionnaire.

We hope you found it thought provoking. Please email or post this questionnaire back to us and we will be in touch within a few days.

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Marmalade
Ingenious Graphic Design