



owengraffix.com  
PO Box 41  
Harmony, NC 28634  
Phone: 704-546-2684

## PRINT DESIGN QUESTIONNAIRE

Please complete and return the enclosed form. Your response will help us to define the initial direction of your new logo based on a clear understanding of your vision, type of business and requirements.

Client input is the foundation upon which successful identities are built. This questionnaire will help you articulate and identify the overall goals of the developing project, including specific answers regarding the message, audience, look and feel, and application.

Each key decision maker in your company should fill out his or her own form and answer each of the questions in a concise and clear manner. Please add any additional notes or comments at the end of the survey.

### CONTACT INFO

Your Name:

Contact Name:  Title:

Address:

Phone:  Fax:

Email:

How did you hear about us?

### Services

Brochure / Booklet

Mailer / Handout

Signage

Catalog

Stationary Package

Other

What quantity will need to be printed?

Who will be the contact person(s) for this project?



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What will be the budget for your project?

Is there a deadline for this project?

Would you like the project broken down in phases to help you meet your goals?

Will this be a new design or redesign of your existing materials?

## Background

Describe the nature of your business.

List the services that your company provides.

Describe your target audience (i.e. average age, special interests, income level, education level). Do they have any special needs?

Do you currently have marketing materials that we should incorporate into our design?

## Goals, Purpose, Concept, Focus, Direction, Strategy, and Message

What is the core purpose of your printed materials? Check all those that apply.

Entertainment

Increase corporate, brand, product recognition

Inform Customers of your products/services

Increase prospective customer base

Improve internal communication

Increase sales

What is the primary message you wish to convey?

Do you have any specific design elements in mind?



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## Style, Design Message, Theme

What image do you want to project, what should be “the look and feel”?

List URL's / attach samples of materials you like. Why do you like these materials?

List URL's / attach samples of materials you dislike. Why do you dislike these materials?

Please list some competitor's, and what differentiates you from them:

## Logo and Corporate Identity

Do you have a company logo?                      Yes                      No

Do you have a company slogan and/or mission statement?                      Yes                      No  
If yes, what is it?

Do you have a corporate color scheme or any symbols/icons that we should incorporate in our design?

Yes

No

If yes, please list:

Do you already have image/graphic content?                      Yes                      No

Do you need assistance scanning or preparing your images?                      Yes                      No

Approximately how many photos/graphics would you like to use?

Do you have a separate budget for images?                      Yes                      No

Do you have textual content ready for your printed materials?                      Yes                      No

Would you like us to help develop textual content?                      Yes                      No

