

## Customer Questionnaire for Graphic Design Services

This questionnaire helps me understand your project goals. Please answer each question that is applicable to your project. *ALL the information you provide is confidential. Absolutely NO information will be provided or sold to any second party.*

### **Company Background Questions**

- 1) What does your company do?
  
- 2) Who do you do it for?
  
- 3) Are you a local, regional, national or international business? What areas do you want to specifically target?
  
- 4) Who is your target audience? Be as specific as possible (age range, profession, interests, etc.).
  
- 5) List features of your products and/or services? Please specify a clear list of bullet items.
  
- 6) List up to 10 words or phrases that describe your business.
  - 1.
  - 2.
  - 3.
  - 4.
  - 5.
  - 6.
  - 7.
  - 8.
  - 9.
  - 10.
  
- 7) Do you have a business slogan, tagline or catch phrase? If so, what is it?

8) Do you have a company website? If so, what is the URL?

### **Competitors**

9) What is your USP (unique selling proposition)? How would you say that your company differs from your competitors?

10) Who are your competitors? Please list any competitor's web sites you would like us to be aware of:

### **Marketing Goals/Objective Questions**

11) What is the goal or desired outcome of this project? (e.g., branding/identity reinforcement, improved access to information, direct sales, corporate communication, etc.)

12) What type of consumer (examples: home owners, businesses, luxury homeowners, and small business?)

### **Design Questions**

13) What type of graphic design/print design project will we be creating? (sample: ads, annual reports, booklets, brochures, catalogs, direct mail, folders, labels, letterhead & business cards, magazines, packaging, pamphlets, posters, signage and trade show graphics etc.)

14) How many colors?

1 color  2 color  3 color  4 color

15) Will there be any special printing techniques?

emboss  die cut  foil stamping  perforations  folds other:

16) What type of paper will you be printing on?

Uncoated  Glossy (Coated)  Dull/Silk (Coated) special/other:

17) How will the piece be distributed (e.g. handout, self-mailer, mailed in an envelope with a letter, posted in a hallway or displayed on a table)?

18) Are there any colors or color combinations you specifically want to use in your materials?

19) Are there any colors or color combinations you **DO NOT** want used in your materials?

20) Do you have a preference for a specific font type?

21) Is there a specific font you **DO NOT** want used in your materials?

22) Please provide any special instructions regarding usage or placement of corporate identity or Trade Marks:

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23) Please add any other information that you think will help us with your project: