

## Project Information

The goal of this document is to capture all of the basic information for your new project. If you haven't worked with me before, this document allows me to familiarize myself with all of your information and acts as a tool to better understand the needs and goals of your project. If there are any questions that are not applicable, feel free not to answer them. Conversely, the more information I have, the easier it will be for us to move in a forward direction, facilitate the creation of a quote, and proceed to the next stages.

### CONTACT INFORMATION

Please provide any and all contact information that would be useful during the projects duration.

YOUR NAME :

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COMPANY NAME :

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TELEPHONE NUMBER :

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EMAIL ADDRESS :

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EXISTING WEBSITE URL :

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MAILING ADDRESS :

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### GENERAL PROJECT INFO

To better understand the needs of this specific project, please provide a clear answer to each of the questions below.

PROJECT TYPE :

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PROJECT SIZE :

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INTENDED NAME and/or WEB ADDRESS :

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TIMEFRAME :

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SOFTWARE REQUIREMENTS :

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OTHER CONSIDERATIONS :

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ESTIMATED BUDGET :

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## Project Blueprint

The rest of the questions in this document are more subjective. There are no wrong answers. So, please try to answer them honestly. Also, remember that, as the project progresses, some of these answers can and will change. This is only a means of starting a dialogue.

### QUESTION 1

What is the goal of this project? Aside from simply a new design, is there a far-reaching goal that this is to become a part of? Is there a new product you're introducing? Are there any major changes to your service?

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### QUESTION 2

Which font treatments do you prefer more? (select multiple if applicable)

ABC abc

yes  no

ABC abc

yes  no

ABC abc

yes  no

ABC abc

yes  no

*ABC abc*

yes  no

**ABC abc**

yes  no

ABC abc

yes  no

**ABC abc**

yes  no

### QUESTION 3

Color preferences: What colors do you like? What colors are most common in your field? Do you have any colors you dislike?

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### QUESTION 4

What makes your company different from the competition in your field?

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### QUESTION 5

Does the name of your company have any symbolic meaning? Are there any elements you would like to incorporate into the design? (example: symbols or icons that you, the client, think are pertinent to the audience looking at your image)

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## Creative Blueprint continued

### QUESTION 6

When presenting your identity's style, what method of presentation works best in your eyes? (select multiple if applicable)



yes  no



yes  no



the final illustration  
logo

yes  no



yes  no



yes  no



yes  no



yes  no

the final illustration  
logo



yes  no



yes  no



yes  no



yes  no



yes  no



yes  no



yes  no

### QUESTION 7

Who do you consider to be your "target" audience?

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### QUESTION 8

If you could sum up your company with one word, what would it be?

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### QUESTION 9

If you have a tag line, what is it? If you don't, what would you like it to be?

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### QUESTION 10

If you have existing materials (logo, business card, website), what do you like, or dislike about them?

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## Project Blueprint continued

**QUESTION 11**

Are there any preexisting elements (images and/or content) that you would like to carry into the new design?

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**QUESTION 12**

If you have any companies you like (in terms of voice, color, style), please list them here. They do not have to be related to your field.

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**QUESTION 13**

Do you have any direct competitors? If so, what is their web address? If not, who do you compare your business to?

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**QUESTION 14**

Do you want to enable yourself and/or staff (internal/external) to be capable of tracking and managing content?

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**QUESTION 15**

Are there any questions you have for me regarding my capabilities (software, production, or otherwise)?

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