



DESIGN QUESTIONNAIRE

I have created this worksheet to help develop a better understanding of your business/service and the requirements needed for your project. Please complete as much as possible (the more detail the better), but skip any sections that are irrelevant.

Once you have completed it, email it back to joseph@josephfarran.com and I will get back to you with an estimate of costing & time scales.

Company Details

What is your business called?

Do you have a tag line, slogan or any other materials you are currently using to market your brand? If so what are they and how can I access them?

Describe your business/service in your own words. *Go into as much detail as you like.*

Who is your target market?

Design Details

What type of look are you trying to achieve? (e.g. modern, high-tech, conservative, simple, etc.)

Do you currently have a company logo?

Would you like a new logo designed?

Do you have images and/or company graphics that should be used in this project?

Do you have images and/or company graphics that can be used for reference? *If yes please provide materials digitally.*



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Identity System Details

What kind of items would you like to include in your identity system? (e.g. business card, letterhead, envelope, etc.)

What kind of elements would you like to include in your identity system? (e.g. logo, contact info, slogan, etc.)

Would you like a style guide for the identity system?

Website Details

Possible site elements. (e.g. navigation, contact form, gallery, etc.)

Total number of page anticipated?

Does your company belong to any associations you would like included on the site?

Do you currently have a domain name?*

Do you currently have a web host?*

Do you currently have a web site?

*You must register a domain name and purchase a hosting service before the site can be implemented. As the designer, I do not provide webhosting services. I recommend clients purchase their domain name and hosting and then provide the login information to me in order to implement your site. This way, you maintain long-term control and ownership of your site. I can however recommend web hosting services that may fit your needs.

Any other comments/ideas to keep in mind while designing your project?