



**COMPANY PROFILE**

What your organisation does; how long you have been established and how many staff you employ; what your niche market is; and how you fit in to your industry sector

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**VISION AND/OR MISSION STATEMENT (IF ANY)**

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**MARKET POSITION**

A realistic evaluation of your company, service, or brand relative to what the competition is doing

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**TARGET MARKET**

Demographics--the age, gender, income, employment, geography, lifestyle--of the audience you'd like to reach

**COMMUNICATION TASK — "THE MESSAGE"**

What short and specific message you want to deliver through designed items?

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**CORPORATE GUIDELINES (IF ANY) AND PREVIOUS MARKETING MATERIALS EXAMPLES Y/N**

The more clues you give about your design standards and tastes the more likely we'll be able to produce something close to your aims

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# LOGO DESIGN

## MESSAGE

Single-minded word or phrase that will appropriately describe your ideal logo.

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**SUB-HEADING** if any (ONLY if you would like to incorporate it in your logo).

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**LOGOS YOU LIKE / DISLIKE** (3-5 would be great). Please explain why you like/dislike them.

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## COLOURS

Do you have any preferred colours? Are there any colours we should avoid?

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## IMAGES/SYMBOLS

Is there any specific images/symbols that must be included in your logo?

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Is there anything specific that must not be included in your logo?

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Is there anything else you would like us to consider in producing your logo?

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# WEBSITE DESIGN

**CURRENT/PREFERRED NAMES AND DOMAIN NAMES** (.ca/.com/.org) for the website

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**WHAT ARE THE GOALS OF THE WEBSITE:**

- Attracting new clients/partners
- Expansion into new markets
- Image building
- Facilitate communication with partners, clients, vendors
- Create regularly updated information resource for clients, partners, media
- Get marketing information from audience, research
- Create awareness about the company's products
- Get clients' feedback
- Other (please specify)

**TYPE OF THE WEBSITE**

- 1/ Corporate website representing the company ad its services
- 2/ Project/brand website focused on promoting particular products/services

**BRIEFLY DESCRIBE WHAT YOU'RE LOOKING FOR IN THE WEBSITE AND WHAT WOULD YOU LIKE US TO PROVIDE**

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**LIST A FEW WORDS HOW YOUR VISITORS SHOULD PERCEIVE THE WEBSITE, I.E. COMPANY, PRODUCTS/SERVICES**

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What **KEY WORDS/PHRASES** your potential clients to search for on a search engine

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Will you provide images/videos for the website?

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**COMPETITORS**

Please, provide links to your major competitor’s websites. What do you like/dislike about these websites?

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What are other websites you like/dislike? Why? (3-5 links would be great)

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What are you planning to have on your website? (e.g. company and industry news, press releases, newsletter subscription, articles, product catalogue, booking system, online shopping, careers, on-site search, questionnaire, file archive (audio, video, podcast), feedback, forum, promo offers, order forms for products/services and payment system

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Is there anything else you want us to know about the project?

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**STATIONERY DESIGN**

**COMPANY DETAILS FOR STATIONERY** (if different from above)

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(i.e. not specific to an individual)

**INFORMATION TO BE ON PLACED ON YOUR LETTERHEAD**

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**DO YOU PLAN YOUR LETTERHEADS TO BE PRINTED IN HOUSE PRINTERS?**

**WOULD YOU LIKE US TO QUOTE YOU ON THE PRINTING OF YOUR STATIONERY?**

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# PRINT DESIGN

## LOOK and FEEL

required such as contemporary / traditional / brash / minimal / corporate / fun / examples of similar

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## IMAGES

How will these be supplied or do they need to be shot /royalty free?

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## BUDGET and TIME

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## DEADLINES

Please provide a detailed and realistic schedule of how you would like the project to advance

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**THANK YOU!**