|  |  |
| --- | --- |
| Date |  |
| Client’s name and organisation |  |
| Client’s contact details | T |  | E |  |
| Job name |  |

|  |
| --- |
| What does your business do?­­­ |
|  |
| What is your point of difference/what makes you unique? |
|  |
| Who are your main competitors? |
|  |
| Who is your target audience/stakeholders? |
|  |
| What business goals would you like this design to achieve? |
|  |

|  |
| --- |
| What three words communicate the values? |
| e.g. warm, approachable, friendly etc. | e.g. professional, efficient, reliable etc. |
|  |
| Are there any ‘non negotiable’ elements that need to be included in the design?  |
|  |
| How will the design be distributed/displayed? (posted by mail, email, website PDF, brochure racks etc.) |
|  |
| Has this job been done before? Do you have examples/samples? |
|  |
| Inspiration: are there any designs you do or don't like (please provide examples)?  |
|  |
| What is the budget? Please indicate the range available for the total project. |
| $1,500 – $3,000[ ]  | $3,000 – $5,000[ ]  | $5,000 – $15,000[ ]  |
| Do you have a production timetable and deadline? |
|  |
| Preferred method of communication – phone, email, face-to-face meeting? |
|  |

DESIGN SPECIFICATIONS + CONTENT

|  |  |
| --- | --- |
| Name of the business/text for logo |  |
| Do you have a tagline? |  |
| Number of logo concepts required |  |
| Logo with text and graphic or logotype? |  |
| Business card? | How many kinds of cards/staff names? |  |
| Printed letterhead or digital letterhead in WORD? |  |
| With comps slip? |  |
| Facebook cover? |  |
| Signage? |  |
| Do you need a style guide? |  |
| Promotional or marketing material? (company profile, brochure, flyer, folders etc.) |  |
| Is editing or copy writing required? |  |
| Do you require a website?  |  |
| Any preferred colours? |  |
| Any preferred fonts? |  |
| Any special requirements? |  |
| Do you require print management? |  |

PRINT

|  |  |
| --- | --- |
| Quantities for printed items |  |
| Is printing required on both sides? | Cover: |  |
| Interior: |  |
| Size/format for printed items |  |
| Stock (gloss, satin, uncoated and the preferred gsm) | Cover: |  |
| Interior: |  |
| Die cuts/special shapes? |  |
| Varnishes/finishes/cello/metallic/foil | Cover: |  |
| Interior: |  |
| Delivery date |  |
| Delivery details |  |
| Invoice details |  |
| Do you require colour matching to existing work? |  |
| Do you require a press check for exact colour matching? |  |