|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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? |  | |