

AEB Flyers LLC

Client Consultation & Branding Form

Date: _____

Client Name(s): _____

Business Name: _____

Contact Info (Phone/Email): _____

Business Overview

Describe your business in 1–2 sentences:

Type of services you provide:

How long has your business been operating?

- New Startup
- 0–1 year
- 1–3 years
- 3+ years

Branding & Design Goals

Do you already have a brand identity?

- Logo
- Brand colors
- Brand fonts
- None (starting fresh)

How would you like your brand to feel?

- Luxury
- Bold
- Soft
- Professional
- Old School
- Fun
- Glam
- Minimal
- Other: _____

Colors or styles you like:

Colors or styles you dislike:

Target Audience

Who is your ideal client?

What problem or need does your brand solve for them?

Where do they usually find you?

- Social media
- Walk-ins
- Referrals
- Other: _____

Flyer & Marketing Needs

Flyer purpose:

- Promotion
- Event
- Price List

- Social Media
- Other: _____

Flyer format:

- Digital
- Print
- Both

What content should be included? (Services, pricing, promotions, contact info)

Do you have any inspiration examples or brands you admire?

Consultation Notes (To be completed during Zoom)

Confirmed brand vision:

Design style preference:

Flyer layout ideas:

Social media adaptation needs:

Timeline agreed upon:

Revisions policy explained:

- Yes
- No

Payment requirements explained:

- Yes
- No

Next Steps / Action Items

Package selected:

Price agreed upon:

Payment instructions sent:

- Yes
- No

Final files delivery method:

- Email
- Drive
- Other: _____

Follow-up scheduled for:

Client Signature / Acknowledgment

By signing below, I acknowledge that I understand the services, pricing, and process discussed during this consultation.

Client Signature(s): _____

Date: _____

Consultant (AEB Flyers LLC) Signature: _____

Date: _____