

# NEW CLIENT

Help me get to know you and what you are looking for in our working relationship. My hope is that this will help to clarify your expectations and to fully understand your organization. Please take a few minutes to complete as best as you can. Answering all of these questions is not required but highly recommended. **COMPLETING THE BOLD/UNDERLINED QUESTIONS IS MOST NECESSARY** to help me learn how you want your brand to be represented. Thank you!

\* Indicates required question

1. Summarize what your company does in one or two sentences.

What products or services do you offer?

What are some of its values?

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2. **What is your vision or your brand message?**

Does your company have a mission statement?

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3. What sets your business apart?

What is your main appeal?

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4. Who are your main competitors?

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5. Who is your target audience? (i.e. age, gender, location, lifestyle, income, etc.)

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6. What are some words you can use to describe your brand?

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7. How do your customers currently perceive your organization?

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8. What are 3 things you want your audience to think or feel about your brand?

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9. What do you *like* about your current branding?

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10. What do you *dislike* about your current branding?

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11. Is there a brand you look up to or especially like?

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12. **To ensure brand consistency, do you have any design and style guidelines or brand assets you'd like to share?** (font, logos, color codes or other design elements)

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13. **Do you have any colors or palette in mind?**

Are there any colors you dislike?

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14. **What are some must-have elements?**

Are there any new elements you'd like to try out in this project?

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15. **Are there any design styles that you really like?**

Are there any design styles that you *dislike*?

(Describe or provide URL/website links)

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16. Do you have any preferred fonts?

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17. Are there any samples for inspiration or creative direction that you would like to provide? (Samples give a great idea of your preferences and what you like)

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18. Have you worked with a graphic designer before?  
What was positive about your experience?  
What was negative about your experience?

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19. Aside from this project, do you need assistance with any other projects?  
If so, what are they? (print design, logo design, website design, apparel design, other...)

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20. Where do you intend to use the final project/outcome? (print, online, other...)

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21. What is the goal of this design project?  
How will you define the success of this project?

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22. How much are you willing to spend on this project?  
Is your budget flexible or fixed?

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23. Are there any other specifications or details you'd like to list? (timeline, project schedule, other)

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24. **How do you prefer to communicate?** (phone, email, in-person meetings, other...)

**What is your billing address?**

*Please list any necessary contact information.*

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25. Any comments you would like to add? Anything you would like to discuss?

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Thank you for you taking the time to answer these questions, and I really look forward to working with you!

Please don't hesitate to contact me with any questions or ideas you may have:

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Yes, I approve

No, thank you