

Client Flyer Questionnaire

-Digital Designs and Visuals-

There are a few questions we like to ask a client prior to beginning the design process. It may seem like a long list but it helps us to understand your vision and what you would like to achieve. It also helps to clarify our client's expectations for their business branding.

YOUR BUSINESS:

What is the name of your business?

Describe in one sentence your business/service.

How would you describe the company's products and/or services?

What are your business short term, medium term and long term goals?

Who are your main competitors and how do you differ from them?

What do you like or dislike about your competitor's branding?

Which companies have your favorite advertising?

Who is Your Target Audience?

Your Flyer:

If you have an existing logo, do you want to use it in the flyer? (If yes, please attach the logo in SVG/PNG/PDF format)

Do you have a specific idea in mind for your flyer?

What colors do you want or not want to be used in your flyer?

Do you have a particular font you would like to use or ones you definitely do not want to use? (If there is a particular font you would like to use, please also indicate the name of the font below)

What words should describe your flyer?

Which words in the company name do you want to emphasize?

What should be the MAIN focus point of the flyer?

Does your company have a tagline? If so, what is it?

Do you want your company tagline to be included in the flyer?

What do you intend to do with your flyer? Where do you intend to display it? (ie. Internet / print/Stickers/Windows/Vehicles/Store etc.)

Do you have social media information that you would like to add?

Would you like any additional design services alongside the services your already receiving (eg. business cards, letterheads & other stationery, social media icons/banners, advertising material etc.) Also keep in mind, If ordering any additional services time frame in which you will receive the items may vary. We do not offer print services, only digital images.

Any other comments?