



Printed Project Questionnaire

Client Name: _____

Contact Name: _____

Phone: _____

Fax: _____

Email: _____

Billing Address: _____

The Basics:

Your company, your target audience, your project.

What is your approximate budget for this project, and when would you like to see the work completed?

Budget: _____ Deadline: _____

Please briefly describe your company:

Please briefly describe the project that you would like created:

Who is your target audience?

Who is your primary competition? Do you have any comments on their printed material?

The Look

Your existing branding, colours, the look & feel.

Do you currently have branding in place that you would like your project to reflect? (colours, logos)

What sort of look do you prefer? (for example: clean and simple, bright and flashy, down to earth)

What are your favorite/least favorite colours and why?

Please check off any of the following keywords that describe your business:

- Dependable Fun Enthusiastic Precise Established
- Progressive Serious Unique Original Edgy
- Traditional Hi-Tech Integrity Mainstream Strong
- Any others: _____



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The Content:

The bits that fill in your project, the good stuff!

Do you have written content prepared? If not, do you require the services of a copy writer?

Do you have pictures prepared? If so, will the current photos need to be edited or touched up? If not, will stock photographs need to be purchased?

The Printing

How many copies do you need? Sizes?

What is the finished size of your project?

What type of paper do you require? *Thickness, colour*

What type of finish would you like your project to have? *Glossy, Matte*

Do you require any special printing techniques? *Embossing, spot uv, die cuts, odd shape*

How many copies do you require?

Delivery:

Where does it need to go?

Where do you need this project delivered?

By what date is it required?

The Loose Ends:

Any extra things not covered in the questionnaire.

Would your company benefit from displaying the fact that your promotional material is eco-friendly?

Once your website is finished, are there any other promotional materials that you'd be interested in having updated to match the new site? Check any that may apply:

- Logo/Identity
- Advertising
- Posters
- Brochures
- Sales Material
- Direct Mail
- Stationary
- Signage
- Business Cards
- T-shirts
- Stickers
- Marketing Material
- Any others:

Do you have any additional comments or questions?