



## CUSTOM DESIGN PROJECT QUESTIONNAIRE

*Thank you for your interest in custom design. This questionnaire will help me understand your needs so I can provide the best service possible. Please answer as many questions as you can. If a question isn't applicable to you or you don't know the answer, it's okay to leave it blank, except for required fields highlighted in red.*

Name:

Phone:

Email Address:

Company or Project Name:

Website (if applicable):

### **GENERAL:**

What type of collateral are you looking for?

Have you had collateral designed for you in the past by a different designer?

yes

no

If yes, how would you rate the collateral or designs you've previously purchased?

Really happy!

Meh

Satisfied the project scope

Didn't address my needs

Why do you believe this design was successful or unsuccessful?

What do you hope this collateral will accomplish? What overall purpose will it serve your business, clientele, or event?

Who are your main competitors? What do they do with their collateral that you admire?

**AUDIENCE:**

Tell me about the demographics (age, culture, interests) of your customer base or the people who will be viewing this collateral.

What's a common question you find yourself answering about your brand?

Do you currently connect with your target audience on social media? If so, are your customers fully engaged?

## **BRANDING:**

What characteristics define your business, event, or personality? When someone looks at your collateral, what values do you hope they associate with you?

What colors or images are important to your company brand or event? Would you like to continue using them, or is there another visual you'd like to explore?

Think of your brand in the next five years. What goals are you working towards?

Do you have a logo?

Yes, and I'm happy with it

Yes, but I want a redesign

No, but I'd like to have one

No, I don't want one

## **CONTENT:**

What kinds of content are you interested in? Infographics? Blog posts? Research whitepapers? Please list them here:

What is your company's most profitable or popular product?

What's the most important subject or point that has to be brought across by this collateral or design piece?

Is there anything else I would need to know as your designer? Are there any requirements for this collateral not covered in the questions above?