**WEBSITE QUESTIONNAIRE – Contextual Dynamics Lab**

*[DESIGN-RELATED QUESTIONS]*

1. Please provide your logo draft ideas in editable (.AI or .EPS) file formats as an email attachment when returning this questionnaire.
2. What color(s) do you feel best represent your lab? [If you would like to use specific colors that you have worked with in the past, please provide their RGB or CMYK values here.]
3. If you would like to work with a particular font(s), please note the font name below or describe a font style that you like.
4. What is the personality of your lab [e.g., caring, trustworthy, resourceful]?
5. If you had to describe your lab in only two words, what would they be?
6. Who is the ideal audience for your website?
7. Name the top 3-5 audiences your lab interacts with regularly.
8. If your lab was an animal, what type of animal would it be? Why?
9. What organization or company brand do you most admire? Why?
10. List 2-3 websites that you really like (and explain what you like most about them, as well as links to 2-3 websites you dislike (and describe why).

*[CONTENT-RELATED QUESTIONS]*

1. What is your lab’s mission or catch phrase?
2. Describe your lab (what you do). [Feel free to provide links to websites of labs that do similar work and, if possible, explain what differentiates you from them.]
3. Provide all written copy that you would like to include on your website (research descriptions, personnel bios, contact details, etc.).
4. Please share links to all documents and materials you would like to include on your website.
5. Please provide your CV and/or a bio written about you.
6. List any Calls To Action you would like to include (“Work with Us,” “Find Out More,” etc.).
7. Is there anything else you would like me to know about your lab (or you) that will help guide the website design or content?