MINAMARKHAM

CLIENT QUESTIONNAIRE

Everyone hates forms. So do I. But for your project to be successful I need some information from you, and alas, a form is the best way to do that. I will refer to it often during the creative process so please fill out as much as possible.

I like saving trees (and ink), so I created this as an interactive PDF, meaning you can fill it out in the viewer of you choice and then just save the document and email it back to me.

NAME: _____ **POSITION/TITLE:** _____

COMPANY: _____ **PHONE:** _____

ADDRESS: _____ **TIME ZONE:** _____

CURRENT WEB ADDRESS *(if applicable)***:** _____

I AM TRYING TO STAY WITHIN MY BUDGET OF... _____

WHAT IS THE IDEAL TIMEFRAME FOR THIS PROJECT?

Which of the following services are you most interested in?
[   ] Branding / naming system   [   ] Website
[   ] Blog (custom design)   [   ] Stationery / business collateral
[   ] Marketing Materials   [   ] Advertisement
[   ] *Other _____

In a nutshell, what is the idea for your project?

Describe your services and/or products?

What are the long-term goals of your company?

If the audience could come away with just one thought about the company/product/service, what would that be?

Two thoughts?

CALL // 214.810.6413 • **WRITE** // mina@minamarkham.com • **CLICK** // www.minamarkham.com

Who is your target audience? Demographic?

Who are your primary competitors? Provide links is possible.

Define how you will judge a successful project. What are your expectations?

Are there existing visual/marketing assets (photos, copy, literature, etc.) available?

What type of (combination of) colors do you prefer:

[ ] Current CID Colors	[ ] Flat Colors	[ ] Pastels	[ ] Metallic / Chrome
[ ] Dark / Ominous	[ ] Earth Tones	[ ] Gradient Fills	[ ] Textures
[ ] Colorful/Multicolor	[ ] Flowing		
[ ] Other: _____			

What keywords best describe your business?

[ ] Hi-Tech	[ ] Sporty	[ ] Retro	[ ] Low Tech	[ ] Corporate
[ ] Modern	[ ] Complex	[ ] Elegant	[ ] Futuristic	[ ] Simple
[ ] Young	[ ] Subtle	[ ] Aggressive	[ ] Trendy	[ ] Bright

Additional comments and/or questions?

For those seeking web and/or logo design, please continue.

FOR WEBSITE DESIGN ONLY

If you are inquiring about web design services please fill out the information below:

What are some existing websites that appeal to you? Provide links if possible.

What are your top 3 frustrations with your current website?

What do you most like about your current website?

Do you have all images to be used in the site, or would you like the designer to use imagery where appropriate?

Is your logo and other imagery web ready?

Do you need to be able to update the website on your own? (ie: use a CMS)
      Yes, I need it built on a Content Management System (CMS)
      No, I will not be doing any updating
      I will be doing some updating, but no need for a CMS

Any specific features you would like included?

Do you already have a domain and host setup? [   ] Yes   [   ] No
If so, do you have a FTP & host login information accessible? [   ] Yes   [   ] No

FOR LOGO DESIGN ONLY

If you are inquiring about web design services please fill out the information below:

Do you have a tag line? If so, would like it stated along side your logo?

Do you have any specific imagery in mind for your logo?

How do you prefer your logo to be worded or written out?

How would you like the typography to appear?

Where will your logo be used?

What logos appeal to you and why?