



ANA SILVIA REINKE
COMMUNICATION & DESIGN

DESIGN BRIEF

CLIENT QUESTIONNAIRE

TELL US ABOUT YOUR COMPANY

1. Please provide us with a brief profile of your company.

2. Please describe your products and/or services.

3. Please describe your target audience.

4. Who are your primary competitors?

5. What sets your company apart from the competition?



TELL US ABOUT YOUR PROJECT

1. What type of creative project can I help you with (eg. logo design, business card design and print, apparel)?

2. What is your primary objective for the design project (goals and purposes)?

3. If you have an existing design, what would you like to keep and what would you like to get rid of?

4. Do you have materials such as logos, photos and fonts to use in the design?

YES

NO

5. Are there any specific colours you would like to use?



TELL US ABOUT YOUR PROJECT

6. Please specify a tentative budget for your creative project and also include any printing needs.

7. Please check the boxes for any words that you would like to be used to describe your new project.

<input type="checkbox"/> Minimal	<input type="checkbox"/> Dark	<input type="checkbox"/> Balanced	<input type="checkbox"/> Textured
<input type="checkbox"/> Elegant	<input type="checkbox"/> Bold	<input type="checkbox"/> Text Heavy	<input type="checkbox"/> Childrens
<input type="checkbox"/> Bright	<input type="checkbox"/> Clean	<input type="checkbox"/> Illustrated	<input type="checkbox"/> Masculine
<input type="checkbox"/> Colourful	<input type="checkbox"/> Modern	<input type="checkbox"/> Muted	<input type="checkbox"/> Feminine

8. Are there any specific styles or elements that you do NOT want?

9. Please list any additional comments on the design or style of your new project.

10. What time frame or deadline do you have in mind for the finished project?