

# Graphic Design Questionnaire



## Company Identity

1. How would you describe your services and products?  
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\_\_\_\_\_
2. What are the demographics and needs of your service's and / or product's target audience?  
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\_\_\_\_\_
3. What are your service's and/or product's specific communication objectives with them?  
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\_\_\_\_\_
4. What benefit can your service's and/or product's provide them that can't be obtained elsewhere?  
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\_\_\_\_\_
5. What are the short term goals of your service and/or product? Why do you want to achieve these goals?  
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\_\_\_\_\_
6. What does your service and/or product do well? And not do so well?  
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\_\_\_\_\_
7. What methods, tools and strategies are now being used to achieve these goals?  
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\_\_\_\_\_

10. Do you have any specific imagery in mind for your design? Color preferences or existing brand colors?  
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\_\_\_\_\_
11. How would you like the typography to appear? Example: script, bold, light, hand drawn, custom lettering  
\_\_\_\_\_  
\_\_\_\_\_
12. What adjectives should best describe your design?  
\_\_\_\_\_  
\_\_\_\_\_
13. What is your design's style? (Check any that apply)
  - Classic or
  - Mature or
  - Feminine or
  - Sophisticated or
  - Luxurious or
  - Technical or
  - Symmetrical or
  - Modern
  - Youthful
  - Masculine
  - Playful
  - Rustic
  - Organic
  - Abstract
14. What feeling or message do you want your design to convey to those who view it?  
\_\_\_\_\_  
\_\_\_\_\_
15. Where will your design be used? Example: print, web... If the primary usage is for the web, typically horizontal layouts work best.  
\_\_\_\_\_  
\_\_\_\_\_

## Project Specifics

8. Why do you want this design? What do you want this design to accomplish?  
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\_\_\_\_\_
9. Does the design include a tag line? If so, would you like it stated a long side your logo? How do you prefer your logo to be worded or written out?  
Example: thedesigncubicle or the design cubicle  
\_\_\_\_\_  
\_\_\_\_\_

16. What's your preferred deadline, time frame or exact date of completion? \_\_\_\_\_
17. Budget? \_\_\_\_\_
18. Would you like any addition design services to be packaged with your new design? Example: business cards, envelopes, letterheads, etc. \_\_\_\_\_
19. What similar designs appeal to you and why? Please provide links and visual examples.  
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