

Publication Design Questionnaire

Please complete and return the following questionnaire. Your response will help me to define the initial direction of your new publication based on a clear understanding of your vision, type of business and requirements. Client input is the foundation upon which successful publication designs are built.

This questionnaire will help you articulate and identify the overall goals of developing your project, including specific answers regarding the message, audience, look and feel, and application.

Each key decision maker in your company should fill out his or her own portion and answer each of the questions in a brief and clear manner. Please add any additional notes or comments at the end of the survey.

CONTACT INFO

Company Name: _____

Contact Person: _____

Phone: _____

Fax: _____

Email: _____

Mobile Phone: _____

Website Address: _____

Company Address: _____

What is your intended target completion date for the project? Are there any outside considerations that may affect the schedule (e.g. Web Launch, PR launch, Tradeshow, Annual report, etc.)?

Do you have a specific budget range for this project?

In which file formats would you prefer to receive your materials? Standard file formats for logo are EPS, PDF, TIF, JPG. Publications are usually provided in PDF format. Do you need your artwork for the project in any additional graphic formats?

CURRENT LOGO/IDENTITY (if Applicable)

Please attach any/all relevant sample materials.

Do you feel your current logo promotes a favorable image of the brand/company/venture? Why? Why not?

What specific areas of your current identity do you feel are successful? Why are they successful?

REASONS FOR PUBLICATION DEVELOPMENT/REDESIGN

What are the main reasons you are launching/redesigning your publication? (outdated design, expanded services, different market, etc.)

What are the basics about the company/venture/brand? (Think in terms of products and services, departments/divisions, people and markets, and competitors, geographic/demographic reach, etc.)

What additional information should Dina's Desktop be aware of? i.e. (how did the venture/company/brand name originate, something about the founders/ shareholders, background info, etc.)

AUDIENCE/DESIRED ACTION

Describe a typical customer:

How old is the customer and what does she/he do for a living? (use as much detail as possible in profiling your target market. Profile more than one type if appropriate.)

What are the key reasons why the customer chooses your company's products and/or service? (cost, service, value, etc.)

PERCEPTION

Use a few adjectives to describe how the user should perceive the publication. (i.e. prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting edge, funky, professional, meaningful, noticeable, memorable, innovative, etc.) Is this different than the current image perception?

What values/perception/message do you wish to promote about the brand/company through its new publication?

How does your company differentiate itself from competitors? Do you think your current market differentiates you from your competition?

List URL's / attach samples of your competitor's. What specifically do you like, don't like about these styles, and in what respects do you think your publication identity should stand out from these?

List any URL's/ attach samples of company's image you find compelling. What specifically do you like about these images?

DESIGN CONSIDERATIONS

How many colors would you like to see in your publication?

- One
- Two
- Three
- Full
- Not sure

What are your company colors? What colors do you prefer to see in your publication?

What design style do you prefer for your publication?

- High Tech
- Abstract/Artistic
- Corporate
- Conservative
- Other
- Cutting Edge
- Clean/Simplistic
- Geometric
- 3D

ADDITIONAL NOTES/COMMENTS

Click the "SUBMIT" button below to send this completed questionnaire to Dina's Desktop for review.

Highlight questions where you need further clarification or explanation. As much detail as possible is preferred, but anything you can provide initially will help guide me in defining the initial direction for your project.