



DESIGN BRIEF

CLIENT QUESTIONNAIRE



Kindly fill in the form where applicable.

THE COMPANY

1. Please provide a brief profile of your company.

2. Please describe your products / services and target audience.

3. Who are your main competitors?

THE PROJECT

(Tick the applicable boxes.)

1. Design services required:

Total designs needed: _____ (Please state a number)

Web design (Hosting not provided):

Will proofreading be required? Yes / No

Design only Coding and Design

Will copywriting be needed? Yes / No

Identity design:

Logo Social Media Stationery Guidelines Newsletter (Design and Code) Signage

Graphic / Print design:

Infographics Brochures / Posters Editorial Design Icon design Packaging Illustration

Other designs: _____

2. Are there any specific colours / style (realistic, vintage, modern, classy, feminine, etc.) that you would like to use?

3. Are there any specific style / design elements that you do NOT want?

4. What type of font do you prefer?

Sample *Sample* Sample **Sample** **Sample** *Sample*

5. What is your budget range?

Less than \$50 Less than \$100 \$100 - \$500 \$500 - \$1000 \$1000 - \$2500 Other amount: _____

6. Do you have a deadline or timeframe in mind for this project?

Kindly email the form and design samples of your preference (optional) to: mail@ysfaye.com