



Client Questionnaire

1. Full name

2. Email address

3. Phone number

4. Summarize what your company does in one or two sentences. What products or services do you offer? What are some of its values?

5. What sets your business apart? What is your main appeal?

6. Who are your main competitors?

7. Who is your target audience? (List demographics: age, gender, location, lifestyle, income, etc)

8. What are some words you can use to describe your brand?

9. How do you want your audience to perceive your business? What are 3 things you want them to think or feel when engaging with your brand?

10. What do you like and dislike about your current branding? (if applicable)

11. To ensure brand consistency, do you have any design and style guidelines or assets you'd like to share? (font, logos, color codes, or other design elements)

12. Do you have a color palette in mind? Are there any colors you dislike?

13. What are some must-have elements of graphic design?

14. Are there any design styles that you really like? Please provide an example URL.

15. Please state what design deliverables you need for the project:
(Brochures, Logo, Ads, Sales Materials, Apparel, Poster, Social Media,
Other (please state))*

*More than one design deliverable depends on timing and availability.

16. Where do you intend to use the final project deliverable? (print, online,
other)

17. Are there any other specifications or details you'd like to list? (timeline, project schedule, other)

