

# Design Brief Questionnaire

## 1 THE BASICS

- a Your name and contact details:
  
- b Your company/organisation's name (exactly as you wish to see it portrayed, including any sub-versions or permutations):
  
- c What needs designing/producing?
  
- d Do you have a deadline or timescale?

## 2 YOUR BUSINESS / ORGANISATION

- a Describe your company/organisation using a maximum of 100 words:
  
- b Describe 3-5 typical products/services offered by your company/organisation using a short bullet point for each:
  
- c Do you have any existing design/branding? What elements (if any) are important to keep or discard?
  
- d Describe the 'tone of voice' portrayed by your company (eg. Fun, serious, premium, down-to-earth, friendly, affordable) using 3-5 adjectives:
  
- e Who do you consider peers/competitors in your market?
  
- f What sets you apart from these peers/competitors?
  
- g Describe your target audience?

### 3 THE DESIGN JOB

- a What do you want to achieve through this piece of design work?
  
- b Are there any particular examples of design that you would consider a benchmark in terms of style?  
(For logos and brand identity see [www.logopond.com](http://www.logopond.com) for an good range of inspiration).
  
- c What do you like/dislike about these examples?
  
- d Are there particular colours that you would like to use/avoid?
  
- e What is the most important application for your logo? (eg. Business card? Website? Letterheads? Large format advertising?)
  
- f Are there any further considerations or ideas you would like me to develop within the brief?

### 4 THE DETAIL

- a What copy (text) will need to feature in this design? Copy will need to be provided in digital format by email or on disk, as will logos. Images will need to be provided at high resolution. Alternatively stock imagery can be purchased at extra charge.
  
- b What images or logos will need to feature in this design? Images will need to be provided in digital format at high resolution by email or on disk. Alternatively photography and/or illustrations can be produced or sourced for an extra charge.