

Business name

Please describe your business

What makes your business unique?

Do you have existing brand guidelines?

Are there any colours that you like/dislike?

What is the scope of the project (what are the long term goals or objectives)?

What problem is it solving?

Who is your audience or target audience?

What materials will you need designed (brochure, leaflet, website etc.)?

What is the due date for the project?

What tone or image do we need to portray (modern, traditional, bold etc.)?

Where do you plan on marketing your business?

Are there any brands that you like, and can you explain why?

Anything else I need to know?