

This is a **CLIENT WORKSHEET**



We believe successful identity & design projects meet the needs of your clients as well as your business expectations. To that end, we need to learn more about you, your services, your audience, and your upcoming product.

Please answer the following questions, skipping those you do not understand or do not feel are relevant in this case.

Give us honest and complete answers, so that we can come up with an accurate solution and quote.



We are 
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YOUR BRAND

Briefly describe yourself or your company, then add some contact details.

e-mail

Phone

Website

Address

How do people currently learn about you or your company?

Please describe the target audience of your product.
(i.e. age, gender, activity, interests, percentage of your customer base.)

How do you think this audience currently perceives your company?

Who are your direct competitors? What makes you different?

YOUR PRODUCT

Please describe attributes that you think your product should possess.
(i.e. ornate, minimalistic, grungy, clean, friendly, professional, mysterious, classy.)

What are the most important objectives your product should fulfill?
(i.e. generate leads, warrant trust, survey customer satisfaction.)

How many items do you need?
(i.e. 20 web pages, 10000 prints, 20 photographs.)

Is all content for your product ready? If not, how soon will it be ready?

YOUR PROJECT

When should this project be completed, and what is your reason for this date?
(i.e. event, PR campaign, product launch, end of year budget.)

What is your estimated budget for this project?
Note: our entry-level projects start at 400 Euros.

Please add any information you think will be helpful.

THANK YOU FOR YOUR TIME!