



Full Design Service – Initial Consultation Questionnaire

Thank you for choosing Creativ Design services from Safeguard to help you promote and grow your business! In order to provide you with a finished product that meets your specific needs and goals, we need your input. Your answers to the following questions are essential to the collaborative process that will generate desirable solutions for your business.

Today's Date: _____ Need-by Date: _____

TO BE FILLED OUT BY DISTRIBUTOR

DISTRIBUTOR NAME: _____

Distributor Phone: _____

E-mail: _____

Company Name: _____

Contact Name: _____

Telephone: _____

E-mail: _____

Company Website: _____

Type of Company: _____

CUSTOMER PROFILE:

Primary Product(s) or Service(s): _____

Company Mission Statement: _____

What sets you apart from your competitors? _____

PROJECT INFORMATION:

Product Type:

- | | | |
|--|--|--|
| <input type="checkbox"/> Banner | <input type="checkbox"/> Flyer | <input type="checkbox"/> Postcard |
| <input type="checkbox"/> Booklet | <input type="checkbox"/> Greeting Card | <input type="checkbox"/> Poster |
| <input type="checkbox"/> Brochure | <input type="checkbox"/> Invitation | <input type="checkbox"/> Presentation Folder |
| <input type="checkbox"/> Business Card | <input type="checkbox"/> Label | <input type="checkbox"/> Rack Card |
| <input type="checkbox"/> Catalog | <input type="checkbox"/> Letterhead | <input type="checkbox"/> Sell Sheet |
| <input type="checkbox"/> Door Hanger | <input type="checkbox"/> Note Card | <input type="checkbox"/> Table Tent |
| <input type="checkbox"/> Envelope | | |

Other _____

Does this piece need to match or coordinate with other pieces? Yes No

If so, please describe and provide a sample(s): _____

What is the primary goal or message of this piece? _____

Secondary goal? _____

Product specifications:

Quantity: _____

Finished Size: _____

Inks: _____

Paper: _____

Coatings: _____

Special Finishing Requirements (i.e., single, tri-fold, quad-fold, gate-fold, etc.):

Describe your company graphic standards:

Ink colors: _____

Fonts: _____

Logo guidelines: _____

Taglines/slogans: _____

What overall 'look' do you want this piece to have?

- Contemporary (modern, current) Whimsical (playful, fanciful)
 Conservative (conventional, traditional) Avant-garde (innovative, progressive)
- Other _____

Who is your target audience? Consumer Trade Internal

Other _____

Secondary audience? _____

Demographic: Age: _____ Gender: Male Female

What else can you tell us about your audience? _____

How will this piece be used or distributed? Direct Mail (addressing on piece)
 Mailed (in envelope) Handed out
 E-mailed Sent to Vendor (ad, promo item)

If you are mailing, would you prefer: Standard First Class Presort

Other _____

What content will you be providing? Copy Photos Graphics
 We will need you to supply photos / artwork

Do you have a logo you can digitally provide us? Yes, I have a logo I can provide digitally
 Yes, I have a logo, but can't provide it digitally
 No, I don't have a logo

If don't have a logo, would you like us to design one for you? Yes No

What is the expected life of this piece? _____

How frequently will this piece be used and do you update the images(s) periodically? Yes No

If so, how often and please describe: _____

Total Project Budget: \$ _____

Please provide any additional information that you believe would help us with this design:

OPTIONAL: Space below is provided for any additional project ideas or information:

Thank you for your time! We will be scheduling an initial phone conference with our Creativ Design team to review and clarify this information so that we can create a solution to best meet your specific needs.