



Let's define your project.

Laying out the parameters and goals of your project first will save time and money. It will give us a guide by which to run checks and balances throughout the project to ensure that we are on target with your goals and meeting your deadline. I recommend that you print this worksheet out and spend a few days with it.

Your Company.

Company name

Address

Web site.....

Project lead

Title

Email

Phone

Budget

(Quotes will not be processed if this is left blank. Please feel free to provide a range instead of one solid figure, I will give you the premium option and an option that also meets your lowest budget goal for review)

Due Date.....

The Project.

What it is: Logo, Identity system, brochure, ad, website, etc. Please feel free to describe in your own terminology:.....

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Content.

Briefly describe your company and product, service or idea:

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Do you have content prepared for this project? If not, when do you anticipate having it?

Do you need help identifying, creating and/or fine tuning your content? Please explain:.....

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.....

Competition.

Name your top three competitors and what you feel they do well and where you see them lacking.

(Web addresses for reference are appreciated)

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Your Brand.

Will this project utilize an existing brand of yours (ex. Logo, color scheme, etc.).....

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Is this a 'from scratch' project that you envision becoming your brand direction

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A little of both – we will be utilizing pieces of your existing brand but this is a new project that will now set a new brand standard for you. Please describe:.....

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Your Audience.

Who are they? (age, geographic location, financial means, one-time customers, recurring customers)

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Why should they buy your product or service?

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How does your current audience find out about you? Do you have plans to expand this?

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Design.

Describe the look and feel of your project. (ex. Crafty, Modern, Cutting-Edge, Northwoods, Bright, Warm, Exciting, etc.).....

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Please list some websites, products or companies that you like and please explain why:.....

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Additional Comments.

Every project is unique, if you have additional details you would like to share please do so here.

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Thank you!

Please fax this form to jill@kuczmariskidesigns.com.