

DESIGN REQUEST QUESTIONS

Specialty Chemicals - Containers & Packaging - Plastic Additives - Industrial Filtration - Spill Control - Shipping & Facility Supplies

Company Name: _____

Phone #: _____ Fax #: _____

Contact Name: _____

Email: _____

COMPANY RELATED QUESTIONS

How would you describe your services and/or products?

What are you hoping to accomplish/achieve with this design?

What are the long/short term goals of your company?

Who are your main competitors? And what makes you different from them?

Describe your ideal customer? (age range, income, gender, education level, language, etc.)

What designs, logos, web sites, and/or companies appeal to you?
(Please leave links to examples and identify the features you find most appealing.)

What's your target deadline, time frame or date of graphics completion?

DESIGN RELATED QUESTIONS

What container will this be used on?

Product Number: _____

Where will the label be placed?

Do you have a tag line? If so, what is it and would you like it included?

Do you have images, text, colors, or other design details that you would like used?

Do you have any specific imagery in mind for the designs?

Do you have any color preferences, or existing brand colors?

How would you like the type to appear? Do you have specific typefaces that are used for body copy, headers, and so forth?

What adjectives should best describe the designs?

What feeling or message do you want to convey to those who view it?

