

Discovery Worksheet

Company Information: (attach business card or fill out)

Company Name: _____
Address: _____

Web Address: _____
Office Phone: _____
Fax: _____
Contact Name: _____
Email: _____
Direct Phone: _____

2nd Contact (if applicable):

Describe the products and services your company provides.

How long has your company been in business? Is there any historical information that is important to your identity today?

What can you tell us about your current customers and targeted customers? (industry specific? age demographics? gender specific? common cultural or personality traits?)

What qualities of your company are most important to your success?

What sets you apart from your competition?

Do you already have any design ideas for your graphic identity? Any particular colors you like?

Can you site any examples of existing logos, business cards, and web sites that you feel are attractive?

Anything else you would like to tell us about your company?

Please indicate what services you are interested in:

<input type="checkbox"/> Logo	<input type="checkbox"/> eMarketing (Newsletter)	<input type="checkbox"/> Signage
<input type="checkbox"/> Web Site Design	<input type="checkbox"/> Business Card Design	<input type="checkbox"/> Interactive Presentation (DVD/Slideshow)
<input type="checkbox"/> Domain Name Registration	<input type="checkbox"/> Letterhead Design	<input type="checkbox"/> Web Banner Ad
<input type="checkbox"/> Hosting	<input type="checkbox"/> Envelope Design	<input type="checkbox"/> Publication Ad
<input type="checkbox"/> eCommerce Site	<input type="checkbox"/> Company Brochure Design	<input type="checkbox"/> Custom Screen Saver
<input type="checkbox"/> Search Engine Optimization	<input type="checkbox"/> Product Brochures	<input type="checkbox"/> Trade Show Booth Design
<input type="checkbox"/> Web Site Maintenance	<input type="checkbox"/> Promotional Items	

Would you like printing/production service for your project?

What is your desired timeframe for completion? Are there any external factors driving this timeframe? (upcoming events, etc.)

What is your budget for this project?