



PROJECT BRIEF QUESTIONNAIRE

Please complete this questionnaire with as much detail as possible.
The information you provide will be extremely beneficial to us during the design process.
Thanks and we look forward to working with you!

Billing Address

Company Name

Contact Name

Position

Phone #

E-Mail

Fax #

Web Address

PROJECT TYPE

Website Design

Logo Design

Brand Naming

New Collateral Design

YOUR COMPANY

Short Description of Service/Product/Organization

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Mission Statement

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Exact wording to be used when mentioning your Company Name

Example: Walkers OR Walker and Son Limited OR Walkers, Boots for people going places.

Does the words on your Company Name have a specific meaning?

Target Market

- | | | | | | |
|-------------------------------------|--|--------------------------------------|----------------------------------|--|----------------------------------|
| <input type="checkbox"/> Pre School | <input type="checkbox"/> Elite | <input type="checkbox"/> 31-50 | <input type="checkbox"/> Teenage | <input type="checkbox"/> ABC | <input type="checkbox"/> over 61 |
| <input type="checkbox"/> Working | <input type="checkbox"/> International | <input type="checkbox"/> Consumer | <input type="checkbox"/> Retired | <input type="checkbox"/> Public Sector | <input type="checkbox"/> Female |
| <input type="checkbox"/> 20-30 | <input type="checkbox"/> Primary | <input type="checkbox"/> Manager | <input type="checkbox"/> 51-60 | <input type="checkbox"/> Student | <input type="checkbox"/> C2 DE |
| <input type="checkbox"/> Business | <input type="checkbox"/> Not Working | <input type="checkbox"/> Private Co. | <input type="checkbox"/> Male | <input type="checkbox"/> Professional | |

Please check the words which best describe your service or product

- | | | | | | |
|--------------------------------------|---|---------------------------------------|--|---------------------------------------|--------------------------------------|
| <input type="checkbox"/> Academic | <input type="checkbox"/> Inexpensive | <input type="checkbox"/> Elite | <input type="checkbox"/> Sympathetic | <input type="checkbox"/> Global | <input type="checkbox"/> Traditional |
| <input type="checkbox"/> Corporate | <input type="checkbox"/> Sexy | <input type="checkbox"/> Friendly | <input type="checkbox"/> Challenging | <input type="checkbox"/> Practical | <input type="checkbox"/> Expensive |
| <input type="checkbox"/> Family | <input type="checkbox"/> Artistic | <input type="checkbox"/> Innovative | <input type="checkbox"/> Environmental | <input type="checkbox"/> Contemporary | <input type="checkbox"/> High Tech |
| <input type="checkbox"/> Humorous | <input type="checkbox"/> Educational | <input type="checkbox"/> Stable | <input type="checkbox"/> Futuristic | <input type="checkbox"/> Commercial | <input type="checkbox"/> Romantic |
| <input type="checkbox"/> Serious | <input type="checkbox"/> Formal | <input type="checkbox"/> Caring | <input type="checkbox"/> Long Lasting | <input type="checkbox"/> Established | <input type="checkbox"/> Wholesome |
| <input type="checkbox"/> Altruistic | <input type="checkbox"/> Informal | <input type="checkbox"/> Entertaining | <input type="checkbox"/> Tasteful | <input type="checkbox"/> Hard Edged | |
| <input type="checkbox"/> Dynamic | <input type="checkbox"/> Sporty | <input type="checkbox"/> Fun | <input type="checkbox"/> Clinical | <input type="checkbox"/> Quirky | |
| <input type="checkbox"/> Fashionable | <input type="checkbox"/> Budget Conscious | <input type="checkbox"/> Intellectual | <input type="checkbox"/> Esoteric | <input type="checkbox"/> Whacky | |

Other _____

COMPETITORS & SIMILAR BUSINESSES

Please provide us with a list of your direct competitors websites or companies that have similar business to yours.
Please feel free to let us know what you like or dislike for each of their websites.

Please provide us with a list of websites, brands or collateral designs you like and let us know why... (3 minimum)

Please provide us with a list of websites, brands or collateral designs you dislike and let us know why... (3 minimum)

PREFERENCES

Preferences on imagery - lifestyle, people, illustrations.

Preferred colours _____

Colours to avoid _____

Importance of initials as part of logo _____

The Do's

The Don'ts

Who will be responsible for making the decisions regarding our work? _____

Any other information you consider important to mention?

Thank you for taking the time to complete this brief questionnaire.

If you could please email us this document once its completed then we can start the design process.

Thanks again,
ZOO Media Group Team