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**Introduction:**  
Thanks for the opportunity to work on your project  
Print Promotion considers a business’s Visual Identity to be an important marketing tool that is vital for success. Your Visual Branding creates the initial impression for customers about your products and services. We create an image that is specifically aimed at attracting your clientele; one that will ensure the right impression. Your business must stand out amongst competitors and requires a strong identity. Solid Visual Branding is easily identifiable, quickly builds familiarity and remains in the mind of the target audience. It creates the perception that there are no other products or services on the market quite like yours.

On the following pages are questions we ask you to fill out as best you can. The better the communication at this stage = the better the chance you will get exactly what you want. Keep in mind, a phone consultation may cover everything to a T.. but the project may not start for some time after. Therefore, it is essential to have a brief in written format.  
  
Please provide responses, save and attach this completed document to us by email.

If you have any questions, please call us on 1300 669 211.

Steve Kuebler

Design and Marketing Consultant

Print Promotion

**Customer Details:**

|  |  |
| --- | --- |
| Name |  |
| Company |  |
| Mobile |  |

**Customer Specification**

|  |  |
| --- | --- |
| What is the demographic of your customers?  *(Who buys your product/service, their age, gender, etc.)* |  |
| What geographical areas do you service? |  |
| Please supply your competitors’ website addresses | www.  www.  www. |
| When was the business established? |  |
| Do you / how would you like to differentiate your business from your competitors? |  |
| What is your business’s slogan / tagline? *This should be short (if applicable)* |  |
| What products / services does your company provide? |  |

**Design Specification**

|  |  |
| --- | --- |
| Can you supply a Vector version of your logo? *If so, please reply and attach* | *Typical file types include .ai / .eps / .pdf - however this does NOT mean that the artwork has been made in a vector format. Photoshop for example cannot create vector artwork, Illustrator can. To check if your .pdf artwork is 'vector' made, zoom into 4000% and check the art does not pixelate.* |
| Do you have a Style guide document? *If so, please reply and attach If you do not have one, would you like us to create one for you?* |  |
| What is the MAIN thing you are wanting  to advertise from this project? |  |
| What are the subsequent things you want to advertise? |  |
| What is the most important to convey?  *(Professional, Minimal, Bold, Subtle, Classic, Elegant, Funky, Contemporary, Friendly, Fun, Traditional etc)* |  |
| Do you have any fonts (or styles) that you want used? | *Google fonts (free)* [*https://fonts.google.com*](https://fonts.google.com/) *Adobe Fonts (no charge)* [*https://fonts.adobe.com*](https://fonts.adobe.com) *My Fonts (professional – extra $)* [*https://www.myfonts.com*](https://www.myfonts.com) |
| Do you have any fonts (or styles) that you DO NOT want used? |  |
| Are there any existing DESIGNS (competitor or other) that you would kike your to be similar to?  *(If yes, please list website addresses or reply with attachments.)* | www.  www.  www. |
| Please list anything NOT to be used in the design: *Please also provide reasons* |  |
| If you have any requirements not mentioned above, please list here. The better your communication, the more catered the design will be.  Unfortunately, we are not mind readers 😊 |  |