



project questionnaire

Important - make sure you download this document, fill it out, then save it to keep your changes.

This is the single most important form I have - it's how I get all the info I need to quote your project properly and make your design brief. So please, take your time, think well about your answers, and be fully honest about your thoughts and feelings.

This branding questionnaire is going to cover:

- **What** you do
- **Your aims** for your project
- **What** products you need designed
- **Who** your target audience is
- **What** your ideas are
- **When** your deadline is (if you've got one)

Let's get into it.

1. Let's talk about you

Name

Business/Organisation Name

Email Address

Phone Number

2. Let's talk about your business

What does your business or organisation do? The more detail you can give me, the better.

What's your end goal for this project? E.g. getting more customers through a cohesive brand look, selling seats to an event, or simply making a nice party invitation.

What products do you need designed? E.g. logo, business card design, website, report.

Who's your target audience? Tell me about them. This might mean their age, income, gender, or other relevant info that will help us design most effectively for them.

Tip: it can be helpful to imagine your target audience as a single person and describe what their life is like. Honing in deeply on who you want to reach is more effective than trying to reach everyone.

Have you got design ideas already? For example, a colour palette you'd like to use, or anything you really don't want in your project? Let me know below - adding links to inspiration is super helpful, too.

Do you have a deadline?

No

Yes (specify below)

What's your preferred contact method?

Phone

Email

Video Call

Face-to-Face (Canberra clients only)

Should I take care of printing for you? (Add reimbursement for printing and postage + a 1-2 hour facilitation fee)

Yes

No

Undecided

N/A

How'd you find out about me?

Google Search

Google Ad

Online Directory

Someone referred me to you

Other (specify below)

3. Let's talk fine print

Once your project is done, you get unrestricted ownership of your files. This includes the source (original, editable) files. Yay!

But, I reserve the right to keep copies of the work to show off in my portfolio later. If you like, you can ask me to blur or remove your details from my portfolio for privacy reasons. Keep in mind that most businesses prefer to keep details on because it's free advertising!

So, please select an option:

I'm happy to leave my files unedited for portfolio purposes, including any personal or business details that are on them such as name, e-mail and ABN.

or

Please remove my details from files displayed in your portfolio.

Are you interested in a payment plan? Branding packages are usually between \$1050 and \$2000 depending on how comprehensive they are and whether they include business cards, style guides, etc.

No, I'm happy to just pay the usual initial deposit and final conclusion payments.

Yes, please send me a payment plan proposal to look over.

Nice one - you're all done.

You've just written **three pages** of information to draw on (no pun intended) for your brand design. That means a super solid foundation for the look and feel of your business - well done! Make sure you save your changes.

Ready to work with me? Flick your finished form over to taylor@origamigraphics.net.au and I'll use your answers to spin up a super bespoke design proposal and quote.