



GRAPHIC DESIGN WORKSHEET

Gather examples of marketing and communications materials from similar businesses. This shows what the marketing field for their business already looks like, and will help our designers determine how you can stand out. Gather examples of designs you like and designs you don't like. This will help narrow down the design you are looking for. Examine what you like and don't like about the designs so you can be specific. Based on your samples, what do you like and dislike about the designs? Why?

What is your business purpose/mission?

Who is your audience? What is your customer base?

What kind of image do you want to portray?

What makes you different from your competitors? Why would customers go with you instead of another company?

What are your selling points? Key messages?

What is your budget?

LOGO DESIGN

Why do you want a new logo?

What do you want your logo to accomplish?

Do you have any specific imagery in mind for your logo?

Do you have any color preferences?

How will the logo be used? (Business cards, stationary, signs, uniforms, website)

Would you like any additional design services to be packaged with your new logo? (business cards, letterhead)

BROCHURE/RACK CARD & POSTCARD

What is the purpose of the brochure/rack card/postcard? What do you want it to accomplish for your business?

How will you distribute the brochure/rack card/postcard? (Visitor center, at the office, mailing)

What "call to action" should readers want to do after they read the brochure/rack card/postcard?

Does your company have a brand that must be adhered to in the visual design of the brochure/rack card/postcard?