



## Initial Design Project Questions

### Vision Statement

- What are your most important products and services?
- How do your customers describe your brand?
- How do you want your customers to describe your brand (if not the same as how they do describe it)?

### Mission Statement

- What pain points does your company relieve for its customers?
- How does your company relieve those pain points?
- Who is your competition?
- Why do customers buy from your company and not from the competition?

### Personality

- Is your company's style formal or informal?
- If your company was a person, how would you describe that person's personality?

### Project Details

- What is the main focus and purpose of this project?
- Who is the message directed to?
- How and where will this project be used?
- Will it be print only, online only, both?
- Do you have any branding guidelines/graphic standards I need to follow?
- Are there specific colors you envision using?
- Do you have examples of work you like?
- Will you be providing copy for the project, or am I helping you write it? Will I be editing and/or proofing the text?
- Do you have photos, or will I be taking some, or will I be looking for stock photos?
- What logo and other art files do I need from you?
- What is the timeline for the project?