

# PHILBOSS DESIGN

## LOGO & WEBSITE DESIGN QUESTIONNAIRE

Please take your time to fill in the questionnaire below. If you do not require a logo please simply complete the first two pages and then skip to page five. For reference our logo/website projects typically require a minimum budget of \$5,000.

### General Information

Business Name

Australian Business Number [ABN]

Company Contact

Company Address

Phone [mobile if applicable]

Email Address

Current Website Address [if exists]

Preferred or Registered Domain Name

## Company Background

What is the purpose of your business?

What is your UPS [unique selling point]?

Who are your customers [target market]?

## Market Position

Who are your main competitors?

Where possible provide URL's

## Logo References

List the URL's of any logos/brands either within or outside of your industry that appeal to you

If you are unsure it might be worthwhile visiting <http://www.logopond.com>

## Intended Style

What are some keywords that represent your business?

Do you have a tagline or slogan?

What are the preferred colours you would like to see used on your logo?

If you are unsure it might be worthwhile visiting <http://kuler.adobe.com>

What are the preferred fonts you would like to see used on your logo?

If you are unsure it might be worthwhile visiting <http://www.dafont.com>

## Project Requirements

Aside from a logo will your company require any of the following services?

\*A style guide is a booklet that contains specific information about a logo/brand i.e. colour swatches, typefaces, sizes, inverse and secondary options.

Most style guides also include information on how to display a logo/brand should you wish to reproduce it on other media i.e. website, clothing etc.

Style Guide\*

Business Cards

Letterheads

Envelopes

Compliments Slip

Flyers/Brochures

Other, please specify

## Printing Requirements

Do you require printing quotes for any of the following documents?

NOTE: Leave blank if not required.

<input type="checkbox"/>	Style Guide	Qty	<input type="text"/>
<input type="checkbox"/>	Business Cards	Qty	<input type="text"/>
<input type="checkbox"/>	Letterheads	Qty	<input type="text"/>
<input type="checkbox"/>	Envelopes	Qty	<input type="text"/>
<input type="checkbox"/>	Compliments Slip	Qty	<input type="text"/>
<input type="checkbox"/>	Flyers/Brochures	Qty	<input type="text"/>

## Extra Information

Is there anything else you would like to add that may help the design process?

## Brand

Does your business have a logo?

If so please email a high quality jpeg file to  
phillip@philbossdesign.com.au

Does your business have a style guide?

If so, please provide a copy

Does your business use any particular  
typeface/fonts?

Does your business have a tagline  
or slogan?

Describe your identity [how it should be  
perceived by your target audience]

## Objectives

What is or are the main purpose[s] for  
designing or redesigning your site?

Please list all of the pages you would  
like to include on your site

## Call to Action

What items would you like to include on the home page?

Is there anything you would like to draw particular attention to? i.e. View Catalogue, Enquire, Book, Buy

## Photography/Images

Do you have any high quality images that you can supply?

If no, please indicate if you would be happy to invest in photography or use stock images

## Special Requirements

Are there any extra items that haven't been mentioned that you would like to include?

i.e. newsletter subscription, member login, shopping carts etc.

## Social Media

Would you like to include Social Media on your website?

i.e. Facebook badges [activity feeds, face pile] or Twitter status updates

## Content Management

Would you like to be able to manage the pages/content/images on your site?

## Intended Style

What are some keywords that represent your business?

What are the preferred colours you like to see on your site?

## Reference Sites

List any sites either within or outside of your industry that appeal to you

If you are unsure it might be worthwhile visiting <http://www.makebetterwebsites.com.au>

## Extra Information

Is there anything else you would like to add that may help the design process?