

Corporate Identity Preliminary Questionnaire

This is a general-purpose document that can be used to facilitate thinking and development of a creative project proposition. Answers to these questions will ensure that basic business, creative, positioning and project goals are considered. Questions underlined are minimum requirements for us to consider your project.

What are primary and secondary business objectives for this project?

What are primary and secondary creative objectives at this time?

Provide a background description of your company, its history, products and services.

Discuss opportunities or problems in positioning your company and its offerings.

Describe your target customers.

If you could choose only one thing for the public to remember about your company, what would it be?

Talk about company personality.

List competing companies in your market or business category.

What industry or category trends are influencing your thinking?

Provide any research or data you may already have to support decision-making.

What is the status of existing Corporate Identity or Brand Identity systems relevant to this project?

Are there any standards or constraints for design or production?

Itemize the deliverable requirements for the project. In other words: what things must be in your hands at the conclusion of this project?

Provide your desired timetable for project duration and key launch dates.

In what range is the budget assigned for the creative project:

- ☐ Less than \$5,000
- ☐ \$10,000 to \$20,000
- ☐ \$25K to \$35K
- ☐ \$50K to \$100K
- ☐ \$_____

Are you a decision-maker with authority to approve this project? If not, provide the information.

Provide relevant details for company contacts involved in the project.

On what criteria will you evaluate design resources for this project?

Any other information that you feel is important for us to know?