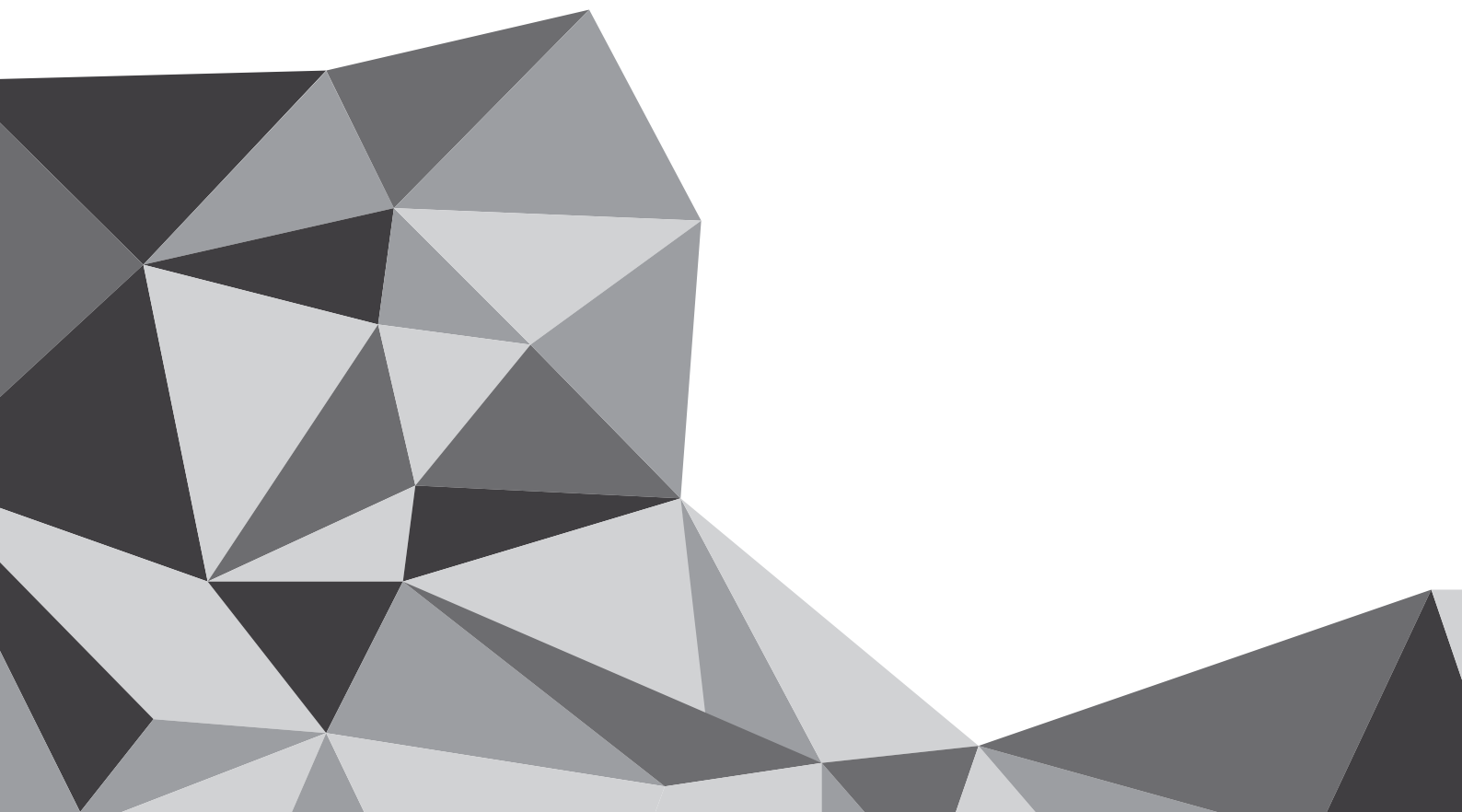


Galvanize Design

Design Brief Questionnaire

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galvanize®

A design brief is a clear, written outline that helps kick off your project with a shared understanding. It's your chance to outline your vision and expectations right from the start. A well-prepared brief is key to guiding the design process and ensures I gather all the essential details for an accurate quote. Please take the time to provide thoughtful and detailed answers to each question. Your input gives me valuable insight into your business, your customers, and your personal preferences, helping me bring your vision to life. Most importantly, it will help us define the key goals for your business.

Please provide details about your company.

A brief, honest overview of your organisation will help me better understand your company and industry. Please include details about your products or services, target audience, what sets you apart from competitors, how long you've been in business, your niche, and where you fit within your industry.

Your competition.

Provide information about your main competitors and, if possible, samples of their marketing materials or insights from their websites. This will help me identify how to best differentiate your business and stand out in the marketplace.

Describe your primary, secondary, and tertiary audiences.

Let me know if your goal is to strengthen your current client base or reach new markets. Any demographic details, such as age, gender, income, occupation, or location, will help in targeting them more effectively.

Design Preferences.

Are there any design styles or specific elements you like or dislike? Feel free to share examples of designs you admire, these can also include examples from other companies, even if they're outside your industry. It could be the concept, design structure, format, or even the materials and print techniques you like. This helps me understand the quality and style you're aiming for.

What are the primary objectives of this project?

What do you want this printed material to achieve?
(e.g., brand awareness, product promotion, event advertisement)?

Will you be providing the content?

Have you got all the text, images and logos? Or will I need to source/collaborate on this? What key messages do you want to communicate?

Deliverables.

What specific print materials are you looking for? (e.g., brochures, flyers, business cards, posters, packaging)

Brand Guidelines.

Do you have established brand guidelines (colors, typefaces, logo usage) that need to be followed?

Timeline and Deadlines.

What are your key deadlines? When do you need the design completed and printed materials in hand?

Print Specifications.

Do you have any preferences for paper stock, finishes (e.g., matte, glossy), size, or quantity? Do you have a print company? Or would you like me to use one of my suppliers?

If possible, please indicate the expected budget of this project.

- <£500
- £500 - £1,000
- £1,000 - £2,500
- £2,500 - £5,000
- £5,000 - £10,000

Additional Notes.

Is there anything else you'd like to share that would help shape the design or overall direction of the project?

**Please save this document and email it to me:
gaby@galvanizedesign.co.uk**

If you have any additional materials to send, please attach these to your email. I will get back to you with further information as soon as possible.

Thank YOU!

Thank you for taking the time to complete this web questionnaire! I really do appreciate your input. If you have any questions, feel free to reach out.

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