

This form has been designed to make it easier for us to understand exactly what you are looking for and what you expect from us in return. It will help us to provide you with the best design solution, One that will suit your needs, budget and time frame.

All prices quoted are estimates only and will be confirmed and adjusted if required on commencement of the job. If the specifications of the job change after quoting, it will need to be requoted. Any changes made to the brief after quoting, will be charged at our hourly rate and will appear on our final invoice.

This form is in three sections: A - Logo Design, B - General Design and C - Website Design. Please complete all sections that are applicable as thoroughly as possible. If you are not sure of an answer, leave it blank and we will discuss it with you further, if necessary.

Please email the completed form to fran@quendadesigns.com.au or ring Fran Bolland on 0411 03 04 03 if you need further information.

Contact Name	Date	
Business Name	ABN	
Email		
Landline	Mobile	SKYPE
Address		

SECTION A- LOGO DESIGN

Name of your business or product (+Pty Ltd): _____

Describe your business including products/services: _____

Do you have an existing logo? Yes No. If yes what are your reasons for wanting to change it? _____

Do you have a tagline that will be used with the logo? Yes No. If yes what is it? _____

Do you need to register your logo as a Trademark? Yes No

Who is your target audience? _____

Who are your competitors? _____

What kind of image do you want to project? Corporate/Professional Friendly/Fun Traditional/Established

Other (describe) _____

Type of logo required? A Symbol/Graphic or a text based Logotype Will your business be known by it's initials? Yes No

Do you prefer certain colours for your logo? Yes No If Yes which colours _____

Are there colours you would prefer not to use? Yes No If Yes which colours _____

Please give examples of logos that you like? _____

Do you have any other logos it will appear with? eg. a project, product, alliance or joint venture logo Yes No

If yes what are they? _____

Will you need multiple forms of your logo, eg. a range of products that has the same logo but in different colour variations? Yes No

Do you need your logo to come in several different configurations, eg. Stacked (vertical), two lines and one line etc? Yes No

Apart from printing and website, what else will you logo be used on?, Products, Clothing etc. _____

Do you require that you logo be easily be reproduced to 1, 2 or 3 colours? Yes No If yes how many colours _____

Do you require a style guide to insure the correct use of your logo by staff or external suppliers? Yes No

Will you require other brand elements that will be associated with your logo? - eg. wavy lines, patterns, graphics etc? Yes No

Is there a specific deadline for the finalisation of your logo? Yes No. If yes - Date ____ / ____ / ____

What is the budget for your logo?

\$500 Includes 1 logo design, colour variations, supplied as EPS, pdf, JPEG, Gif, PNG,

\$1500 Includes 5 logo designs, colour variations, supplied as EPS, pdf, JPEG, Gif, PNG

\$2500 Includes 5 logo designs, colour variations, supplied as EPS, pdf, JPEG, Gif, PNG, plus Stationery design including the final chosen logo, on Business Cards, Letterheads and With Compliments slips, a Brochure cover and another item of your choosing.

SECTION B- GENERAL DESIGN

Job description, brochure, poster etc: _____

Target audience: _____

Please complete all of the following questions that apply

Will you supply your own digital photos? Yes No

Will you require stock photos? Yes No

Will you require copywriting? Yes No

Will you require illustrations? Yes No If yes what sort, cartoons, line drawing, technical illustration etc?

Will this job be printed? Yes No

Will this job be digital only? Yes No To be emailed as pdf or HTML newsletter

If it is to be printed please complete the following, if known?

Size (width x height in mm) _____ No of pages _____

No of colours _____

If you would like us to print it for you, how many copies would you like? _____

On what sort of paper stock? matt gloss other

Weight of paper stock if known?

Light (90gsm) Medium (150-170gsm) Heavy (200-250gsm) Card (350gsm) Heavier card (over 350gsm)

What date do you require this to be finished by ____/____/____

What budget do you have for the job.

\$150-\$500

\$500 - \$1,000

\$1,000 - \$2,500

\$2,500 - \$5,000

\$5,000+

Does this figure include printing cost? Yes No

SECTION C - WEBSITE DESIGN

Is this a New business or Existing business? If existing, what is the age of the business? _____

Do you have a current website? Yes No If yes, what don't you like about it? – eg. *badly designed, outdated, hard to navigate, broken links etc*) _____

What are the main services that your business offers? _____

What are the key selling points of your business? _____

Who is the intended audience for your website/who do you hope will visit it? _____
This will determine the look of your website.

What are visitors trying to achieve when they visit the website? Are they researching a product/service ? Yes No or trying to place an order? Yes No Other reason _____

What do you want them to achieve when they visit the site? _____
This may be the same as the previous answer, but you have other goals such as upselling a product.

How frequently do you expect the same people to visit the website? _____

Is this to be an ecommerce store or a news/bloggin website, with frequent repeat visitors? Yes No

Name any websites that you like the look of, which you think would work well for your business? _____

What sort of design/image do you envisage for your new website? Clean/Modern Fun Traditional Other? _____

Please complete all of the following questions that apply

Do you already have your own domain name? Yes No If no, would you like us to organise it for you? Yes No

Will you be organising your own hosting? Yes No If no, would you like us to organise it for you? Yes No

If yes, who will you be hosting it with? _____

Will you supply your own photos? Yes No Will you require stock photos? Yes No Will you require copywriting? Yes No

Will you require illustrations? Yes No If yes what sort, cartoons, line drawing, technical illustration etc _____

Would you like a single page/vertical website? Yes No Do you have an existing logo and branding? Yes No

Do you have a colour scheme in mind? Yes No Do you need the website to be mobile friendly? Yes No

Will you be providing us with a sitemap or a list of pages/sections you would like in your site? Yes No

If yes, please give a rough list here, eg. *About Us, Services, Team, Contact* _____

Features and functions

Are there any other features that you require us to integrate into your website such as a picture gallery, blog, ecommerce, booking facilities, etc _____

All websites designed by Quenda Designs are content managed. This means that you will be able to update the text and images yourself in future if you wish to. Do you think you are likely to want to be able to edit the website yourself? Yes No

What date do you want/need to launch the website by ____/____/____, is there a special reason for this? _____

What budget do you have for the website?

Please be realistic with your budget, so we can determine whether we can design and build the style of website you require in the time frame you want.

- \$500 (very simple 1 page site with up to 4 sections, or simple 4 page site) - does NOT include Mobile or tablet template
- \$500-\$1000 (simple 1 page site with up to 5 sections, or simple 5 page site, includes mobile template)
- \$1000-\$2000 (more complicated site, includes mobile and tablet template)
- \$2000+ (complicated site, including the above, possibly with ecommerce facilities)