



Fox Graphix

P: 0431740115

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Graphic Design Brief

New Customer Information / Work Order

Thank you for your interest in Fox Graphix. In order to better understand your project and needs, we have each client complete this questionnaire. This is also part of our pre-development process to help projects run smoothly and stay organized. There may be questions that are not applicable to your project. Please skip those and mark with N/A.

General Information

1. Who is the client, please list company details, primary contact and contact details?

Company Name	
Primary Contact	
Designation	
Postal Address	
Physical Address	
Telephone	
Fax	
Email	
Instant Messenger	
Time Zone	
Preferred time of contact	

2. What is your intended target completion date?

Audience/Desired Action

1. Describe a typical customer

2. What are the key reasons why the customer chooses your company's products and/or services?
(Cost, Service, Value, etc.)



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Perception

1. Use a few adjectives to describe how the user should perceive your company/brand. (Ex: prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting edge, etc.) Is this different than current image perception?

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2. What values/perception/message do you wish to promote about the brand/company through its identity?

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3. How does your company differentiate itself from competitors?

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Design Considerations

1. What design style(s) do you prefer for your identity:

Futuristic	
High Tech	
Abstract/Artistic	
Corporate	
Conservative	
Clean/Simplistic	
Other	

2. What design colours/styles do you prefer for your identity:
(Please specify)

Current Corporate ID	
Flat Colours	
Pastels	
Metallic/Chrome	
Dark/Ominous	
Earth Tones	
Gradient Fills	
Textures	
Multicolour	
Other	

For business cards, please specify the following:

Single/Double Sided	
Landscape/Portrait	
Matt/Glazed	



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Design Information

1. Please list company details, to be shown in the design. If the same as above, write as above.

Company Name	
Slogan	
Description/Services	
Primary Contact	
Designation	
Postal Address	
Physical Address	
Telephone	
Fax	
Email	
ABN/ACN	
Website	
Hours of Business	
Other	

Graphics

1. Do you have any images/logos? (If yes, are they in high-res jpeg or gif format?)

2. Will you need assistance finding Images?

3. Describe any visual elements or styles, which can be taken from existing marketing materials or collateral pieces. (If any, please include actual examples – i.e. word documents, pictures (images), brochures, etc...)



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Additional Notes/Comments

Respondent Name:		Date Completed:	
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