COMPANY DETAILS

Name of Company:

Company Tag Line or slogan:

Do you have a company logo? If No, do you need one designed?

Do you have a corporate visual identity (a customized (non stock) logo and color scheme carried out
 throughout your office, stationery, business cards, etc.)? I will need any files relevant for the
 creation of your site, including but not limited to:
 Raw logo file - in .AI, .PSD, or .PNG is most desired
 You may send graphics to us in either digitized form or hard copy photos which we will scan.
 You may affix a PostIt Note to the photo to indicate its caption and which Web page it goes
 on.
 You may be asked to assist in the choosing of stock photography for your site - you can eliminate
 the questions later and get your photos ahead of time - http://www.istockphoto.com is a
 good place for high quality, low cost photography.

What is the nature of your business?: Briefly describe your products or services:

Who is your target market? Who are you hoping to reach with your site?

WEBSITE DETAILS

Do you have an existing website? If so, what is the URL?
What type of look are you trying to achieve? (e.g. clean, high-tech, conservative, warm, flashy, etc.)
IMPORTANT: Please list at least 3 URLs (web addresses) of high quality sites that you like the look of
 (these do not have to be sites who's business is similar to yours. It aids us in determining what
 your design style is.) Please consider layout, colors, navigation, graphics, and typography:

List the major sections (navigation) that you would like to have in your site:

Please provide the urls of competitors' sites, if possible:

Do you have any images for use in the design of your site? If not, do you have images, can you offer
 suggestions of what you type of imagery you feel would be most suitable for your website:

DEADLINES AND DELIVERABLES

By what date would you like to launch your site?
What is required breakdown of the files you require us to supply you with on finalization of your
 project? (template only i.e. PSD? What type of markup do you prefer?)
 Are there any other comments/specific ideas we should keep in mind while designing your project?

That is all we need to get started. Please feel free to give as much or as little of the above information as
you see fit, but keep in mind that the more you offer up front, the less Q&A is required, and the
smoother your project will go.