



146 Hopmeadow Street ●  
 Simsbury, CT 06089 ●  
 P. (860) 658-4361 ●  
 F. (860) 651-6300 ●  
 sales@claritymarketing.biz ●

## Graphic Design – Project Questionnaire

*Please answer the questions below. If you are unsure, leave it blank.*

Name of Organization	
Address	
City	
State	
Zip	
Phone	
Fax	
Email	
Website	
Facebook, Twitter, LI:	
# Years in Business	
# of Employees	
Needed Project Completion Date	
Products/Services Sold	
What is the profile of your target audience? (demographic/geographic)	



<p>Why do, or should, customers choose your company?</p>	
<p>What challenges does your company face?</p>	
<p>What is the most important message your organization wants to communicate about your brand, philosophy, personality, offerings:</p>	
<p>How does your company differentiate from competitors?</p>	



Who are your competitors?	
What is your corporate philosophy or mission statement:	
What are your <b>Objectives</b> for this Project?	
Do you have a concept or theme in mind or creative ideas for your project, and if so, what are they?	
Describe visual elements or content that needs to be incorporated into your project:	



Comments for the  
Designer: