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IDENTITY KICKSTARTER

THANKS FOR CONSIDERING TRIPLE3 FOR YOUR PROJECT!

We all know communication is key to the success of any endeavor, so we've put together this worksheet to help you capture your vision for the project.

It may be a few pages, but it asks some very important questions that will give us a feel for who you are what exactly it is you're hoping to achieve.

Of course, the more thoughtful and detailed answers you can provide, the better we'll be able to respond. Please feel free to skip any sections or questions that aren't relevant to your particular project.

Thanks...

Section 1. About You

PERSONAL INFORMATION

Company Name _____ Contact Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

If you currently have a website, what is the address? _____

Tell Us A Little About Your Business, Company and Idea...

May We Ask How You Found Us? Referred Search Engine Social Media Advertising Other

Are You Seeking Help With A New Or Existing Project? New Existing

Will You Be The Final Decision Maker? Yes No **If No Who Will Be**

Is There A Deadline We Need To Work To?

Please Give An Indication Of Your Budget *(A Ballpark Figure Or Range Will Suffice)*

While disclosing your budget may not be something you typically do, sharing this information will help us scope the project and prevent a great deal of wasted time, should the budget not be realistic with the project requirements.

Section 2. Branding & Identity Design

Which Design Services Will You Require For Your Project?

- Logo Design Business Cards Letterhead Envelope Compliment Slip Brochure
- Catalogue Report All of the above

If other, please specify:

Could You Explain A Little More About Your Project...What Would You Like Your New Brand To Accomplish?

(e.g. Upgrade A Dated Image, Highlight A New Product / Services, etc...)

What Primary Message Would You Like To Convey To Clients?

Is There A Unique Story Behind Your Business Or Business Name?

Who Is Your Primary Target Market? Who Would You Like To Target?

(This Could Be Based On Demographics Such As Age, Race, Gender, Education, Social / Economic Conditions, Income, Location, etc...)

Who's Your Competition And What Sets You Apart? Have You Any Competitive Advantage?

What Problem Does Your Business, Services Or Product Solve For Customers?

If You Have An Existing Brand / Identity, Why Isn't It Working For You?

Are There Any Specific Elements You'd Like Incorporated? *(Icon, Symbol, Illustration, etc...)*

Using 5 Words Or Adjectives, Describe What Impression You Wish Your Brand To Evoke...

(e.g. Caring, Honesty, Friendliness, Humor, Professionalism, Intelligence, Technological Savvy, Sophistication, Reliability, Loyalty, Experience, etc...)

Using 5 Adjectives Or Short Phrases, Describe Your Brand's Desired Look And Feel...

(e.g. Traditional, Vintage, Classic, Edgy, Funky, Fun, Colourful, Creative, Hi-Tech, Corporate, etc...)

Please List *(Provide links to)* At Least 3 Logos / Brands Which You Felt Were Strong Or Grabbed Your Attention. Explain Why...

Please List *(Provide links to)* At Least 3 Logos/brands Which You Disliked Or Felt Were Weak. Explain Why That Was The Case...

Please List Or Describe Anything Else You Would Like Us To Know That We Forgot To Ask?

THATS IT - YOUR DONE!

Unless there's anything else you feel would be useful to know?
If not, then congratulations - you're done!

Now all you've left to do is email this document to:

Design@Triple3.co

or mail it to: Triple3 Post Office Box 0416 Saint Ansgar, Iowa 50472