

15 Things To Consider Before Contacting A Designer

1. What type of product or service do you want? Where will the new material be used or viewed?
i.e. Logo, Brochures, Website Design, Business Cards, Letterheads
2. If you require a website, do you need a Domain name and hosting services?
3. What is the quantity of the new materials?
4. When and where is the material to be delivered?
5. Who is your target audience or customer? What sort of people are they? What are their personalities/lifestyle characteristics. What do they do, feel, believe?
Identify your consumer market:
 - Is it local, national or international audience?
 - Do it range or vary in age?
 - Is it one gender or ethnic group?
6. What is the “central message” to this target audience?
7. Do you have specific artwork, photography, or copy that needs to be included in the new material?
8. What is the spirit your product or company? i.e. fun, conservative, non-profit
9. What tone do you want the design to project? i.e. trendy, corporate, traditional etc.
10. What colors are you considering? What do you want colors to say?
11. What are your main company values?
12. What are the unique benefits or competitive advantages of the your product, services or organization?
13. Do you have any sample reference material? i.e. Web Sites/ imagery/graphic elements/type/art movements
14. Do you have any concerns or expectations when working with a design Professional? Have you worked with any in the past? What were the results?
15. Do you have a firm budget? How flexible is it?

Additional Information:

Please feel free to use a visual summary, a picture, drawing or any object which aids in understanding the nature of the brief.

Are you ready to contact NATASHA Design House for a FREE quote? To find out how we can help design all you new or existing promotional material, please call 250.792.2436 or email us at: info@natashadesignhouse.com