

New Client Survey

At Studio Orange Design, we ask new clients to fill out a brief survey before we provide them with a project estimate or agreement. We just want to make sure it's a good fit for both parties.

Please complete this PDF form and email it back to Emily Rawitsch at emily@studiorangedesign.com. You will hear from us within two business days!

Note: You can save data typed into this form with Adobe Reader 8.0 or later.

1. CONTACT INFORMATION

COMPANY NAME

CONTACT PERSON

TITLE

EMAIL

PHONE

WEBSITE

2. WHAT GRAPHIC DESIGN SERVICES ARE YOU LOOKING FOR?

- Logo or Brand Identity Print Collateral Web Site Design

Briefly describe your project:

3. WHAT IS YOUR PROJECT TIME FRAME?

- Yesterday One to two months
 ASAP! No rush

4. WHAT IS YOUR BUDGET RANGE?

- \$1,000 to \$2,500 \$5,000 to \$10,000
 \$2,500 to \$5,000 Over \$10,000

5. DO YOU HAVE EXISTING BRAND STANDARDS THAT WE WOULD NEED TO USE?

- Yes No What are Brand Standards?

6. WHAT IS YOUR CREATIVE OUTLOOK FOR THIS PROJECT?

- I know exactly what I want.
 I have something in mind, yet I'm open to exploring options.
 I have no idea. Help!

7. HOW WILL YOU MEASURE SUCCESS FOR THIS PROJECT?

New Client Survey *continued*

Thank you for taking the time to complete this survey. It truly helps to get you know you a bit better!

8. BRIEFLY DESCRIBE YOUR DECISION MAKING PROCESS

For example: Who will be making the final approvals? Is it the CEO, Marketing Director, Board of Directors or decision by committee? Do you feel everyone is on the same page?

9. HOW WOULD YOU DESCRIBE YOUR DECISION-MAKING TEAM?

Check all that apply:

- | | | | |
|--------------------------------------|--|--|-------------------------------------|
| <input type="checkbox"/> Risk-takers | <input type="checkbox"/> Plays it safe | <input type="checkbox"/> Intuitive | <input type="checkbox"/> Analytical |
| <input type="checkbox"/> Confident | <input type="checkbox"/> Uncertain | <input type="checkbox"/> Detail-oriented | <input type="checkbox"/> Creative |
| <input type="checkbox"/> Organized | <input type="checkbox"/> Humorous | <input type="checkbox"/> Professional | <input type="checkbox"/> Energized |
| <input type="checkbox"/> Laid Back | <input type="checkbox"/> Responsive | <input type="checkbox"/> Unhurried | <input type="checkbox"/> Speedy |

10. HOW DID YOU HEAR ABOUT STUDIO ORANGE DESIGN?

- Referral Web Other _____

11. HAVE YOU WORKED WITH A PROFESSIONAL DESIGN SHOP OR AGENCY BEFORE?

- Yes No We have an in-house team

Briefly describe your experience:

12. WHAT QUALITIES ARE YOU LOOKING FOR IN A DESIGN SHOP?

13. ADDITIONAL COMMENTS
