



COMPANY DETAILS

- Name of Company: _____
- Contact information for people involved in this project – please list two - four people.

Name and position: _____

Email: _____ Phone: _____

Name and position: _____

Email: _____ Phone: _____

Name and position: _____

Email: _____ Phone: _____

Name and position: _____

Email: _____ Phone: _____

- Company Tag Line or slogan: _____
- 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.

- 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?_____
- What do you envision your website accomplishing? (e.g. new members, increased business, etc.)_____

WEBSITE DETAILS

- Do you have an existing website? If so, what is the URL?_____
- Do you own a domain name? If so, what is it?_____
- Do you want to receive email through your domain name? (e.g. name@domain.com)_____
- 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:
 1. http://_____
 2. http://_____
 3. http://_____
- List the major sections (navigation) that you would like to have in your site:
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____

- 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? _____

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.