

17 Colborne St. East, Unit #101
Orillia, ON L3V 1T4

printandsigns.ca
Tel: 705 327 5152

Project Title:

Name, Position:

Email:

Company, Department:

Phone:

Submission Date:

Desired Delivery Date:

Branding projects are a team effort, both your team and ours. We know graphic design, and you know your business. Together, we work towards creating an image that best represents the message that you're trying to get across.

Type of Work:

- New Brand
- Brand Touchup
- Rebrand

What is being branded?

- A Company
- A Product/Service
- Yourself (personal branding)

Area(s) of focus:

- Logo Design
- Branded Print Product Design
- Graphics Asset Development
- Publication Design
- Advertising
- Signage Design
- Design for web or social media
- Other (please specify)

About You

What does your brand do/offer?

Which industr(ies) does your brand fall into?

What are your brand vision, mission, and/or value statements?

What adjectives would you use to describe your brand? (casual, serious, fancy, etc.)

Image

Who are your brand's competitors? Who is your target audience?

How is your brand different than others in your field?

How is your brand currently perceived/how do you want it to be perceived?

Is your brand currently facing any image challenges?

What are some examples of other brands that you like or dislike, and why?

Specifics

Does your brand have existing style guidelines and/or digital assets?

What are the deliverables needed for this project? (logo files, print files, brand guidelines, etc.)

What is your budget for this project?

Where will your brand be primarily displayed? (e.g. social media, signage, in-store branding, etc.)

Please note that our turnaround time varies for each individual branding design project. More details are provided to the customer once their completed brief is submitted and reviewed by our design team.