



## CORPORATE BRANDING QUESTIONNAIRE

**Silver Barrel Solutions**

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Date:

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### CUSTOMER INFORMATION

CONTACT NAME:

PHONE:

COMPANY:

FAX:

ADDRESS:

CELL:

EMAIL:

To help us understand the details of your project, please complete the questionnaire below as thoroughly as possible.

### LOGO DEVELOPMENT

**How would you describe your target audience?**

(i.e.: age group, location, industry, etc)

**Who is your competition?**

(i.e.: names, website addresses, etc)

**Do you have a preference as to your corporate colours? If yes, please describe.**

**Please provide the EXACT business name as it will be used in your logo.**

**Please provide the EXACT wording of any tagline or slogan that you will be using with your logo.**

**Please list 10-20 keywords that best describe your business.**

**HELP ME! Just starting a business? Need an online presence? Silver Barrel Solutions specializes in custom website design and development. All of our sites are designed to the high standards that you would expect from us and are developed using the latest technologies. We also provide full web application development for those requiring advanced features from their websites!**



**LOGO DEVELOPMENT** (continued)

Please provide any other creative direction or ideas that you may have, as specifically as possible, about your new logo. (i.e.: look & feel, icons or shapes to be used, theme, etc.)

**BUSINESS CARDS**

Please list the EXACT information that you would like to appear on your business card. If additional cards are to be created for other employees, please list their specific information as well.

General Information (name, title, phone numbers, fax, address, email, website, additional tag lines, etc):

Specific employee information (name, title, phone extension, email, etc):

Employee #1

Employee #2

Employee #3

Employee #4

Employee #5

Please attach additional information if more employee cards are required

**HELP ME!** Your branding campaign doesn't stop with just your business cards and letterhead. Silver Barrel Solutions also provides full design services for print! Thinking of running an advertisement or need rack cards or brochures? Contact us for more details on how to maintain a consistent look on all of your marketing pieces.



## **LETTERHEAD**

**Please list the EXACT information that you would like to appear on your letterhead.**  
(i.e.: Address, phone numbers, fax, website, tagline, etc.)

***HELP ME!*** Do you have a unique idea that requires specialized printing? Silver Barrel Solutions is experienced in dealing with a variety of printing companies and the solutions that they offer. Don't hesitate to contact us to discuss your ideas!

## **REMINDER**

**Before commencement of the project, please provide all content exactly as it will be used.**  
(i.e.: textual, photographic images, graphics, logos, slogan, company name, etc)

**A signed contract and deposit must be received before commencement of this project.**

## **NOTES, QUESTIONS & COMMENTS**

**Please list any other pertinent information, comments or design ideas relating to your project.**  
Attach additional pages or samples if required.