

Graphic Design Questionnaire

Graphic design allows for a lot of options, so in order to obtain a clear picture of what you the client want as the end product, please complete the following form in the areas that apply to you and email it to ads@crystalcleardesigns.net or fax to 866-355-7568. This information will help us complete your project in a timely manner and to your complete satisfaction. Thank you.

Contact Information

Contact Name: _____ Company Name: _____

Phone #: _____ Email: _____

Billing Address: _____

Shipping Address: _____

1. What type of graphic design/print design project: please describe in detail.

2. Check project type: ads booklets brochures sale catalogs flyers
 direct mail letterhead business cards magazines pamphlets consultation
 posters signage and trade show graphics Other (please specify) _____

3. How many pages? (ex. one page brochure, 32 page catalog, etc.) _____

4. What is the finished size of the item you need designed? (ex. 8½ x 11 etc.) _____

5. How many colors?

1 color 2 colors 3 colors 4 colors (full color photographs etc.)

Other _____

6. Is there color on all pages? Yes No Cover Only? Yes No Black Inside? Yes No

7. Is it double sided? Yes No Color both sides? Yes No Folded? Yes No

8. What type of colors do you want used? _____

9. What type of colors should we AVOID using, if any? _____

10. Bleeds (printing runs all the way to the edge of the piece) bleeds no bleeds

11. If the project is an ad or an insert to a publication, where would you like it placed?

Working Ranch Western Ag Reporter Western Livestock Journal Prairie Star

Cattle Business Weekly Charolais Journal The Edge Cowboy Digest Angus Journal

Ag Weekly Tri-State Livestock Hereford America Montana Angus News

Other please specify _____

12. Size of ad in each publication: _____

13. What date would you like the ad to run? _____
(If already ordered, please have your livestock representative contact me with his or her contact information, sizes, deadlines, etc.)

14. If ordering flyers, brochures, direct mail, posters, sale catalogs, business cards, booklets, etc.
How many? _____

15. What is your budget for the project? _____

16. Desired completion date? _____

17. Do you currently have a company logo? Yes No

18. Would you like a new logo designed? Yes No

19. Do you have images and or/company graphics that can be used for reference? Yes No
(If yes, please provide materials digitally including a note describing the relevance/relation of the material to the project)

20. Describe your company or project and what it does. If livestock industry, what breed or service are
you offering and what do you feature? _____

21. Tell us the goals of your project or anything else you would like us to know:

22. What kind of feeling would you like your project to convey? *(Examples: Western, Formal/Corporate,
Sophisticated, Energetic, Casual, Medical, Fun, Hi-Tech, Industrial, Artistic, or Other?)* _____

23. What would you like emphasized? _____

24. What makes your company stand out from your competitors? _____

25. Do you have a current website? Yes No If so, what is the URL? _____

Provide Example If you've seen a design style that particularly appeals to you, please provide a website
link so we can see it. You can also scan in the image and email it as an attachment. It is very important
that you provide a sample of what you like so we understand your preferences.

Website Link to example: _____

Crystal Clear Designs Policy

Business hours are 9 a.m.-5 p.m. Monday-Friday. Please note, I am not always available to take your call. However you may phone me at 406-482-3684 to leave a message and I will return your call as soon as possible or you may email me at ads@crystalcleardesigns.net or crystalclr@midrivers.com for a faster response time.

Due to the overwhelming workload during bull sale season, I ask that you give me at least one week notice before an ad is due to a publication. I also expect all photos and copy as soon as it becomes available in order to complete your project in a timely manner. Please note catalogs and flyers take more time than ads, as well as requiring additional time for the printer to complete the project. Proofs will be completed in approximately one week from the time I receive all the information and pictures.

Terms

Invoices will be presented when the project is completed with expected payment due upon receipt. If at any time, the bill is not paid or other arrangements are not made, balances will be charged a finance charge.

Design fees are based on \$40 per hour. I will estimate the cost of a project on request; however if time or the scope of the project exceeds the proposed amount, the final bill will also exceed the estimate. The client is responsible for all printing, shipping, mailing and any other costs incurred for the project.

Due to the labor and time involved in starting an order, if you cancel your order at any time, there will be a \$75 cancellation fee and you will be billed for all time spent on the account at standard rates. Rush jobs will be put in front of others for a flat rate of \$50 on top of the final bill.

Clients receive ½ hour free consultation to discuss the project. If consultations exceed the ½ hour and research is required, a flat rate of \$125 will be assessed.

I will not proceed with any final printing until I get the approval from the main contact. However, once a project is approved by the client, the client resumes all responsibilities for errors and omissions. This is why I send out proofs - to prevent error.

I will not copy items exactly. I will do similar designs or designs that when combined are unique. I won't violate any copyright laws, so please don't ask me to take another person's design and use it for your project.

No publication is to resize or rework any ad or other artwork provided by Crystal Clear Designs and/or Crystal Armstead. I'm happy to resize the ad or artwork correctly for the publication or printer of your choosing for a small fee, but please do not send them low resolutions of the work I have designed.

I reserve the right to refuse service to anyone.