

Intothelight Design

Branding and Visual Identity

We have put together this form so that we can try and capture your vision for the project. Please fill out as much as you can as every detail helps us with our process. Once you are done, just email it to intothelightdesign@gmail.com

- 1.** How would you describe your company/business to someone who has no knowledge of your existence?
- 2.** Describe how you want your website to “feel” to your visitors. Should it be calming, energetic, happy, trendy, etc?
- 3.** What color scheme do you envisage your website being?
(If you are not sure then perhaps you have a favorite color in mind that you would like applied to the site somewhere? If none at all then that's fine too!)
- 4.** Describe the target audience for your website. Who are you trying to reach out to and who is most likely to be interested in what you have to offer?
- 5.** What is it about the service you are offering that is different from your competitors?
- 6.** Is your service available to people all over the world or is it country/State specific.
- 7.** Please list the headings that you require for each page. (E.g. About Us, Contact, portfolio, etc...
- 8.** How would you like your Logo to appear? As the full name of your business, or as an abbreviation? E.g. John Doe Accounting could be:
JD Accounting , John D Accounting, J.D Accounting or simply John Doe Accounting.
- 9.** Would you like your Logo to have any specific colors? Is this logo something you will use on business cards or stationary?
- 10.** Do you have a tagline or a slogan? Would you like to see it incorporated with the logo? Please list the headings that you require for each page. (E.g. About Us, Contact, portfolio, etc...

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11. What do you want your new logo to communicate about your company or products?

12. Do you have any preconceived ideas about the design of your logo?

13. Do you prefer an Icon based logo, text based logo, or combination of both?

14. Finally, what logos or websites have you seen that have caught your eye?

N.B Please use separate word documents (or Text Edit Files) for the content of each page for your website. This helps in the organization and updating of any information.

Although I proof read the content before it goes live, please make sure you have checked all your text carefully as what you write is what will appear on the website.

If you have any other questions, please contact us at:
intothelightdesign@gmail.com