



Tel: 931.371.7187  
Toll Free: 866.614.9566  
411 Pine Bluff Road  
Rock Island, Tennessee 38581  
[info@seriousSEM.com](mailto:info@seriousSEM.com) • [www.SeriousSEM.com](http://www.SeriousSEM.com)

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## Graphic Design Questionnaire

Please complete to the best of your ability. You can type into the form in Adobe Acrobat Reader. After completing the form; save it and email it to [prepress@serioussem.com](mailto:prepress@serioussem.com).

Please describe your company, and the product or service you provide.

Now describe your company & product/service in one sentence.

Who are your main competitors? Please list 2-4 competitors, and include their web links if possible.

What separates you from your main competitors?

Do you have a tagline? If so, What is it, and do you want it incorporated in the design?

Do you have any specific imagery or icons that you want to include, or that you want to make sure not to include?

Do you have any color preferences, or any existing colors you'd like to use?

What attributes of your business would you like your design to reflect?

What is the overall message you want to convey to your target audience?

Where will your design mainly be used? (Print, Web, Mail, Other)

Do you like any existing designs, and if so, why? (Please provide example or link to the design)

Who is your target audience/typical customer? Include demographics such as: age, gender, education level, income, careers, etc. Try to be as detailed as possible in your descriptions. Profile more than one type if necessary.

Do you have any other design or style notes/comments?

Is there a deadline for completing the project?

What is your budget for this project?