



CI PROJECT SPECIFICATION

JANUARY
2017

Project name: <ProjectName>
Client: <Client>
Client's email: <ClientEmail>
Client's phone: <ClientPhone>

Project ID: <ProjectID>

We would like to ask you to fill out this form with as more details as you can provide us. It gives us basic information for creating your project draft.

If you feel that any question is not relevant to your project or you do not feel comfortable to answer it, skip it, please.

In case you are not sure what a question means or you do not understand it, note it into the form, please.

If any category is not the part of your project, please, skip it.

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Company or Name

Address

ABN

Web Address

CLIENT

Name and Surname

Position

E-mail

Phone

CONTACT PERSON

FILLED OUT BY

Name

Signature

Date

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PROJECT DETAILS

1 Project Structure

new design

re-design

2 What do you want to create?

Basic package

logo

business card(s)

letterhead

Medium package

brochure title

promotional

Full package

car wrap

stationary T-shirt

Enterprise package

web title page

Other designs

envelope

flyer(s)

other

webdesign

poster(s)

brochure

promotion products

catalogue

product design

BASIC CHARACTERISTICS

1 What or who might the identity / style represent? *Person, company, product, service, event. ...*

2 Name that might be included in style / logo etc.?

3 Why have you decided for a new identity / style / logo?

4 Which goals might the new style / logo reach?

ex. make a better company image ...

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- 5** How should the style / logo impress your customers?
ex. trustworthy, reliable, serious, seriózně, trendy, playful etc.

- 6** Specify your business, services, products, introduce your firm, project, specialization, activities or services.

- 7** Who are your significant customers?

- 8** How do you want to / How do you act to your customers?

- 9** Do you focus on global / international / foreign markets? If so, which one(s)?

- 10** Do you have any competitive advantages? What are your advantages and lacks? Who do you differ or want to differ from your rivals? Why should a client choose your company, product, service, project? How do you want to catch your customers' interest?

- 11** How big is your company?

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12 How many branches do you have?

13 Specify areas where (cities, states, countries) where you work or provide services and where you expect to use the style / logo.

14 Define your target group, your typical customer.

ex. sex, age, status, nationality, residence, family, education, job, income, financial situation, life style, interests, characteristics, behaviour, habits, opinions, relatio to your company ... etc.

15 Mention your competition, you can add web address or your notes.

16 Where do you expect to use the style / logo?

17 Do you have a name that is trade mark or do you expect to register it?

18 Do you have a slogan that you want to use with the logo and in the style?

WHAT HAS BEEN ALREADY DONE

If you expect a style or logo re-design, please fill next 4 answer, Otherwise skip this chapter.

- 1 How do your current style / logo looks like? Add it to this document or send us a link.

- 2 What is the scope of changes? *Facelift, redesign, rebranding ...*

- 3 Why do you want to change your style / logo?

- 4 Do you want to change just logo or are you changing the whole visual style?

LOGO DESIGN

- 1 What type of logo do you expect?

iconic / symbolic

abstract

simple

logotype / wordmark (text)

descriptive

complex

combination mark (symbol and text)

- 2 Describe your idea about the new logo. Do you have anything that you want to include in the design?

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3 Do you have anything that might not be in the logo?

4 Do you prefer any shapes or curves?

5 What emotion or what else might the logo communicate?

6 What color(s) do you prefer? Do you have any corporate colors?

7 What color(s) do you not want to be in the logo?

8 What logos do you like? You can put names, send us links or attach them.

9 What logos do you not like?

10 Do you want a logo manual?

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11 Do you think about other projects connected to logo designing? If so, mention them, please?
ex. printed materials, business cards, title papers, web ...

BUSINESS CARD DESIGN

1 Do you want single or double sided?

single sided double sided

2 Do you prefer landscape (horizontal) or portrait (vertical) format?

landscape (horizontal) portrait (vertical)

3 Do you prefer color or black&white style?

colors black&white

4 Do you prefer additional effects like rounded corners, cut-outs etc?

5 Do you want to include QR code?

6 What information do you want to communicate?

7 What business card designs do you like? You can put names, send us links or attach them.

8 What business card designs do you not like?

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9 Do you have any ideas, expectation etc?

LETTERHEAD DESIGN

1 Where do you prefer to have logo?

2 Where do you prefer to have contact details?

3 What letterhead designs do you like? You can put names, send us links or attach them.

4 What letterhead designs do you not like?

5 Do you have any ideas, expectation etc?

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BROCHURE TITLE DESIGN

1 Do you have any ideas, expectation etc?

CAR WRAP DESIGN

1 Do you have any ideas, expectation etc?

PROMOTIONAL STATIONARY DESIGN

1 Do you have any ideas, expectation etc?

T-SHIRT DESIGN

1 Do you have any ideas, expectation etc?

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WEB TITLE PAGE DESIGN

1 Do you have any ideas, expectation etc?

OTHER DESIGN(S)

1 Can you give us a specification for your other chosen design(s)?

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ADDITIONAL DETAILS

1 Do you have a deadline that is necessary to meet?

2 Notes