

STOP: What do you want?

This sounds like a simple question, but when it comes to design it can be surprisingly difficult to answer. So, here are a few more questions to help you figure out what you want for your design. Knowing the details of what you or your business wants will shorten the “construction time” for your designer and reduce the cost for you! Fill this out and send to your graphic designer (or if you don’t have one, please consider using Scribbled Shenanigans Design and Photography)

- 1. What kind of design do you need? A logo? A brochure? A postcard?**

- 2. Where will it be used? Will it be printed, if so how large? Will you use it online?**

- 3. Do you want to use certain colors? Does your business use certain colors? Or is there a color scheme you’re drawn to? (Bonus point if you have pantones chosen!)**

- 4. Are there any colors you want to AVOID?**

- 5. Will this design need to look good in grayscale/black and white? Or should it be monotone (one color)?**

- 6. What kind of style do you want? Do you want a lot of detail? Do you want a modern minimalist look? Or maybe an old school look? Send any examples you have as inspiration!**

- 7. How soon do you need it?**
- 8. What is your budget?**

A Few Tips

- + Be honest with you deadline

- + Be honest with your opinion. We won’t cry if you don’t like it. We want you to LOVE your design, and we won’t succeed in that goal unless you tell us how you really feel about everything we’ve done (detail, colors, quality, etc)

- + Asking for more than 3 outside opinions is a death sentence. It just is.