

**Thank you for considering Design Rescue for your graphic design needs. We appreciate your patience as we are able to take a limited number of projects per year and we may require a little time to assign a student designer to your project.**

We will be in touch shortly after you submit this request to schedule a consultation. You will also be notified if we are unable to take your project because either we've reached capacity for the year, or your request goes beyond our capabilities.

## **We're happy to help.**

Completing this questionnaire is an efficient way to provide all of the pertinent information to your design team. Clear and concise communication with your creative team can ultimately shorten the time it takes to complete a project.

### **Company name (if applicable)**

#### **Name \***

First Name

Last Name

**If you are representing a group, please understand that it is highly important that there be one decision maker in your group to avoid any confusion or misinformation. Please indicate who that person will be. \***

#### **Best Phone Number \***

Area Code

Phone Number

#### **Alternate Phone Number (if available)**

Area Code

Phone Number

#### **Contact Email \***

## Business Address

Street Address

Street Address Line 2

City

State / Province

Postal / Zip Code

## How did you hear about Design Rescue?

**Before we can begin working on your project, we would like to schedule an in initial consultation to help pinpoint your needs. \***

I can meet in person

I would prefer a video conference using Zoom

I would prefer to speak by phone

## Do you have a deadline for this project? \*

Yes

No

## If yes, please indicate the deadline here:



Month Day Year

## Let's get into the details of your request

### Projects title \*

This could be a project nickname or a short descriptive title

## Project description \*

Please be as thorough as possible. Include background for the project, if relevant.

## Tell us about your primary target audience \*

Include any challenges you face in communicating them, such as details on who they are and what they think.

## Call to action - What do you want your audience to do as a result of this project? \*

Visit your website? Call your phone number? Send an email? Fill out a form? Support a cause? Show up to an event? etc.

## Deliverables \*

Logo design	Print Ad
T-Shirt Illustration	Postcard
Invitation	Program
Booklet (between 8-32 pages)	Newsletter
Flyer (Single or Double sided)	Brochure (i.e. tri-fold)
Direct Mailer	Product packaging (Brand new dieline)
Poster	Product packaging (Client supplied dieline)
Product label	Social Media Ads
Website Ads	

If "Other", please describe your needs here:

**What objectives would you like to achieve with this project:**

i.e., "Increase our fundraising dollars by 20%", or "Increase awareness of our product and foot traffic to our store"

**The UNIQUE SELLING PROPOSITION is that thing that separates you from your competition. What is your Unique Selling Proposition?**

What differentiates your company, product, and/or service? Why should your audience care?

**The one thing you want your audience to remember:**

**Complete these questions for logo design projects only.**

Skip this section if you do not have a logo in your design request.

**What is the name of the company to be included in the logo?**

**Do you have a tagline you'd like to include in the logo?**

**Who is your competition?**

**Next, think about symbols. What best represents your company? Regardless of what your company focuses on, think of a single image that best represents it. Amazon sells almost everything under the sun and thus they incorporate an "A to Z" symbol in their logo.**

**What colors do you want or not want to be used in your logo?**

**Where will you be using your logo? Web, app, print, building signage, etc.?**

**When are you available for a consultation?**

Select the best day of the week, and time of day, for you to have a 20-minute consultation with your designer. You will receive a Google Calendar invitation with further information.

**If you aren't able to find a day/time to meet in the schedule above, let us know what works for you and we'll see if something can be done to accommodate your schedule.**

**Thank you for taking time to complete our Design Rescue request form.**

We will be in touch with you as soon as possible to schedule your consultation.

### **One final note**

If the demand for our Design Rescue team is too great, and we're forced to turn-down your request this year, we can still offer you two options. First, please feel free to resubmit your request this time, next year, when we are able to take on new clients. Second, if your design needs are urgent and you would rather consult with a professional designer, Mr. Block can be contacted at [www.DavidBlock.net](http://www.DavidBlock.net)