

GETTING STARTED . . .

Our goal at PrintingPlus is to work in partnership with clients to create quality design that will convey the core values and goals of their companies. We start the process by listening to your input and going over your supplied data with you. Our designers work to create a direction for the project and provide you with a creative brief that outlines specific goals to be reached by the final design. With your approval of the creative brief in hand we can design the needed project in an efficient, cost effective manner. Please take the time to review our basic process. Then explore your business, your position in the marketplace and your goals by answering the following questions.

THE DESIGN AND BILLING PROCESS

- 1 STEP ONE . . . discover the goals of project**
 - a. Pay a deposit of \$200
 - b. Attend a discovery meeting with the design lead, discuss your design needs and goals
 - c. Client to provide detailed answers to the discovery questionnaire and research materials
- 2 STEP TWO . . . define the direction of your design work**
 - a. We give you a creative brief defining the direction of the design, estimated 5 business days
 - b. Edit if necessary and approve your creative brief
- 3 STEP THREE . . . create presentation ready ideas**
 - a. Design work begins, estimated 7 business days
 - b. We present you with your rough designs
 - c. A time and materials record is provided, payment is due for the work that has been done (Logos: you will be given 4 designs to choose from)
- 4 STEP FOUR . . . refine the design direction**
 - a. We discuss revisions to the design you have chosen
 - b. Schedule a meeting to view final design work, estimated 5 business days
- 5 STEP FIVE . . . delivery of the final design**
 - a. We provide final art (Logos: we will provide 3 file formats)
 - b. An updated time and materials record will be provided
 - c. Final payment is due

CONTACT INFORMATION

Contact Person _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Signature for approval to proceed _____

DISCOVERY QUESTIONNAIRE

What design work will we be doing for you? (please check desired projects)

logo stationery brochure web site

other _____

For logos, specify the exact name (and tagline if needed) you want to appear in your logo.

Are there any colors, fonts, etc. that you do *or* do not want to be used in your projects?

Give a description of your business: (what type of services and/or products do you sell?)

Who are your clients, customers? (be as detailed as possible)

What type of image/market position do you want to project to your clients, customers?
(ie: , conservative, inexpensive, high end, industry leader, quick response, dependable, etc)

What type of look/feel do you want to project to your clients, customers? (ie: corporate, trendy, contemporary, high tech, fun, unique, artistic, friendly, etc)

List companies you view as your competition.

What sets you apart from your competition?

RESEARCH (client research)

Provide marketing materials of your competitors.

(We can provide this research for you, the time would be billed out at \$75 per hour.)

Provide design work and/or materials you feel can help express the direction of your final design.