

DESIGN INTERVIEW QUESTIONS

client name: _____

company: _____

mail address: _____

ship address: _____

daytime ph: _____ fax: _____ mobile: _____

email: _____

website: _____

payment method: cheque, bank transfer, credit card

credit card: Type _____ #: _____ exp. date: ____/____/____

how did you hear about Danthonia? _____

Deadline or timeframe for this project? yes _____ no

Are we creating a logo, a sign, or both for you? logo sign both

What Image does your business try to convey?

- | | | | | |
|---|-------------------------------------|------------------------------------|--|--|
| <input type="checkbox"/> Successful | <input type="checkbox"/> Official | <input type="checkbox"/> Humorous | <input type="checkbox"/> Contemporary | <input type="checkbox"/> Cultural aspect: Irish, Celtic, German, Italian, other: _____ |
| <input type="checkbox"/> Trustworthy | <input type="checkbox"/> Regal | <input type="checkbox"/> Fun | <input type="checkbox"/> Old-fashioned | _____ |
| <input type="checkbox"/> Well-established | <input type="checkbox"/> Historical | <input type="checkbox"/> Whimsical | <input type="checkbox"/> Folksy | _____ |
| <input type="checkbox"/> Wealthy | <input type="checkbox"/> Elegant | <input type="checkbox"/> Childlike | <input type="checkbox"/> Quaint | _____ |
| <input type="checkbox"/> Dignified | | <input type="checkbox"/> Vibrant | <input type="checkbox"/> Rustic | _____ |
| <input type="checkbox"/> Elite | <input type="checkbox"/> Welcoming | <input type="checkbox"/> Warm | <input type="checkbox"/> Quiet | _____ |
| <input type="checkbox"/> Strong | <input type="checkbox"/> Friendly | <input type="checkbox"/> Dainty | <input type="checkbox"/> Romantic | _____ |
| <input type="checkbox"/> Authoritative | <input type="checkbox"/> Casual | <input type="checkbox"/> Graceful | <input type="checkbox"/> Natural | _____ |
| <input type="checkbox"/> Formal | <input type="checkbox"/> Informal | | | _____ |
| <input type="checkbox"/> Serious | | | | |
| <input type="checkbox"/> Professional | | | | |

What is unique about your business? _____

Whom do you want the sign to appeal to? age range, culture, special interest, etc. _____

Who are you marketing to? _____

Do you have a colour preference? _____

How many signs are you ordering at this time? one other _____

Are the signs identical or different? If different, explain: _____

What product or service will the sign advertise? _____

Roughly what size sign are you thinking of? _____

Are there size restraints (must fit into wall indentation, etc)? yes _____ no

Will the sign be one-sided or two-sided? one-sided two-sided

Describe the site where the sign will hang (what kind of post system, etc): _____

What text should go on the sign (keep to a minimum): _____

Should any of the text be removable or changeable? yes (circle above) no

From what distance will this sign first be seen? _____ metres.... clearly readable? _____ metres

How fast will the reader be travelling? Standing Walking Driving speed _____

Are there any clearance requirements? _____

Would you like Danthonia Designs to arrange installation (additional 10% charge) yes no

Do you need a Development Application or permit for this sign? yes no

Do you have the DA in hand or are you arranging that with your local council? yes no

Do you have a specific budget for this project? yes _____ no

What artwork should go on the sign? _____

Will it be flat painted painted sculpture gilded sculpture no particular preference

What Danthonia sign do you really like? _____

What specifically do you like about it? shape colours post/hanging system typeface other

Multiple horizontal lines for writing answers.