



These questions help our clients articulate their needs and business objectives. The answers help us provide accurate and more personalized estimates and designs. Don't worry if you can't answer all the questions, as some may not apply to your particular project.

Please email or fax the completed document (feel free to attach any additional materials) to us and we'll work out the right solution for you.

Name: \_\_\_\_\_

Business: \_\_\_\_\_

Phone number: \_\_\_\_\_ Email: \_\_\_\_\_

**Company-related**

• Briefly describe your company and the concept, product or service you provide.

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• What key factors differentiate your business from your competitors?

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• If the audience could come away with just one to two thoughts about the company/product/service, after seeing your vehicle wrap, what would that be?

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• Does your company have a tag line, slogan or motto? If so, would you like it stated along side your logo?

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**Project-related**

• What is your vision for the project? What are your aim/goals with this project?

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• What is the message you want to communicate?

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• What is the mood of the project?

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• Can you supply some keywords or adjectives that describe the overall style and feel of the design (Examples: conservative, progressive, friendly, formal, casual, serious, energetic, humorous, professional).?

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• Do you have any specific imagery in mind? Are there any designs, design elements, or other cues, such as colors, fonts, works of art, other designs, websites, etc. you would like to include as inspiration?

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• Are there similar existing pieces you like or find interesting?

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• Do you have any color preferences or existing brand colors?

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• Do you have any colors that you do not wish to use?

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• What is your preferred deadline, time frame, or exact date of completion?

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• What is your budget?

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*If any of the questions can't be answered in words, feel free to provide pictures.*

**Client Signature:** \_\_\_\_\_

**Date Signed:** \_\_\_\_\_