



Vivid Perspective LLC

Designer Company

Giving your business an identity can be a daunting task. A detailed outline when developing your corporate image will require a lot of research and explanation of what your image is going to portray. The goals and objectives regarding your company give a designer a clear understanding, and reference when developing the project. Listed below are some guidelines to go by, and attached is a form to fill out and submit to your designer when starting the project.

Introduce your company

- What does your company provide, a product or service?
- What is your mission statement or company philosophy?
- How, when, and why was your company established?
- What is your companies niche, and industry sector?
- Who is your companies primary competitor?

What are your project goals?

- Advertising, such as direct mail, to promote a special or event?
- Web design or online catalogue or store?
- Branding or re-branding your company?
- Promotional and/or marketing materials?

Who are you trying to reach?

- Explain your primary audience, or markets your wishing to include?
- Information you need to include are, age, gender, household income, occupation, and geographic location.

What are your budget expectations?

- Determine what deadlines need to be met.
- Make sure others involved in the project are noted and informed. An organizational diagram may be included.

Additional information

- Put together a clip file, a list as well as files of any visuals and examples of ads, websites, and other imagery. Also describe what it is you like about them.
- Any information about the products and services you provide. What its features and functions are, similar items on the market, quality, reliability, and cost.
- Bio of founders, senior management, as well as education, experience, honors and awards and publications that any were featured in.

Please contact us for an initial consultation, which is free of charge.

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**Introduce your company,
Company Profile – Include contact info**

What are your project goals?

(what collateral do you want produced? What do you want the project to reflect most about you?
How do you want to be perceived?)

Who are you trying to reach?



What are your budget expectations?

Additional information

(What colors do you like the most and why? Some key words that best describe your business.)