

# Discovery Brief

*Helping your brand go beyond!*



This brief grabs all of the essential information that I need. It gives me an idea of your vision and allows me to provide you with an accurate quote.

Once you have returned this to me, I will put together a tailored proposal that covers everything you're looking for. If you aren't sure what something means, don't be scared to give me a shout! Est. time to fill this out is 5-10mins (depending on how much you love filling out forms).

Today's Date:

## The Basics

Full Name:

Mobile Number:

Email Address:

## Your Business

Business/Brand Name:

Address/Where you're based:

Website:

What does your business do?  
Give me your elevator pitch...

How long have you been in business?

How do you want to be perceived in the market and what is your main brand message?

Who is your ideal customer? (eg. Age, Gender, Location, Demographic)

Who are your top 3 competitors?

What makes you unique?

## What would you like created?

Packaging Design

Label Design

Wall Mural

Signage

Wallpaper Design

Decal/Sticker Design

Patterns

Fabric Design

Graphic Elements

Primary Logo Only

Primary + Alternative Logos

Typography

Custom Artwork/Prints

Invitations/Thank Yous

Florist/Note Cards

Other, please elaborate:

Are there any colours/styles/feels you want to avoid?

Please provide links to any examples or pictures that you like and note what you like about them:

Which file types do you require?

|  |  |
|--|--|
| <input type="checkbox"/> .jpeg                         | <input type="checkbox"/> .pdf                        |
| <input type="checkbox"/> .png (transparent background) | <input type="checkbox"/> .eps (editable design file) |
| <input type="checkbox"/> .svg (scalable for web use)   | <input type="checkbox"/> Other: <input type="text"/> |

How big is the wall/surface that is being painted?

How many products/packages do you need designed?

Do you require a quote for printed materials?  Yes please  No thanks

What is your deadline? When are you hoping to have the final product?

What is your budget? This helps me to customise a solution that works for you!

---

## WHAT'S NEXT?

Thank you for taking the time to help me learn about your business. I will review your answers and send you a tailored proposal with all the juicy details ASAP!

*Feeling social? Follow me!*



0408 221 565  
hello@zemmabutlerart.com  
www.zemmabutlerart.com