

**DESIGN SERVICES**

**ORDER FORM & QUESTIONNAIRE**

**Date: 2/16/2017**

This form will be used to identify what you would like designed and the questionnaire will provide us with insights and preferences in preparation for a discovery meeting via telephone with our designer. By completing and submitting to ASL, you are ordering design services and will be contacted by our designer within 2-3 business days after receipt to set up a telephone meeting at your convenience. This meeting will allow you and our designer to ask and answer any questions prior to creating any designs. Thank you in advance for completing this form, questionnaire and following the requested instructions below.

**ASL Account Number:**

**Firm/Business Name:**

**Full Address:**

**Business Type**:

**Tagline, if any:**

**Your Full Name:**       **Title:**

**Phone:** **Email:**

**Design Services; please check all you are ordering:**

Type-based Logo Design ,the stationery Package or the Business Card Design will include a telephone discovery meeting with our designer, two design concepts (three for business cards\*) for each selection below as well as two rounds of refinements to the chosen design. Additional refinements requested beyond the two included are available at an additional charge from $20 to $45 per round of changes.

Type-based Logo Design $99

Stationery Package (1st page letterhead, stationery envelope, business card) $299

Business Card Only Design\* $99

Individual items added to the above are $45 each. If you want us to design any of these items below without purchasing at least one of the three options above, additional costs may be incurred.

Printed Label(s), please note how many versions you have

Presentation Folder

Announcement

Invitation

Note Card

Other, please describe:

Other, please describe:

Other, please describe:

Other, please describe:

**Please check one of the two below and follow instructions:**

Existing stationery materials; please scan and email with this completed form and questionnaire to [prodteam@aslegal.com](mailto:prodteam@aslegal.com)

Existing stationery materials do not exist, please email this completed form and questionnaire to

[prodteam@aslegal.com](mailto:prodteam@aslegal.com)

**Questions to complete prior to discovery meeting:**

1. How many years have you been in business?
2. If you provide professional services, how many professionals do you have?
3. What is prompting your firm/business to create a new logo and/or stationery package? Are your experiencing a milestone, such as an opening, merger, office move, name change or anniversary?
4. Describe your primary target client base.
5. If you have existing stationery materials, what do you like most and least about these materials?
6. Is there an established logo you would like us to use or redesign?
7. Are there established colors you would like us to use?
   1. If yes, please identify the PMS colors.
   2. If no, please identify colors you prefer.
8. Do you have a tag line should it be incorporated into the materials? Please indicate which materials should include the tagline or simply indicate all.
9. What is your firm/business culture and how do you want your clients, prospects and colleagues to perceive that culture?
10. Is your firm/business more conservative, contemporary or progressive and should your logo reflect that?
11. Who are your top 3 competitors? Please provider firm/business names and websites.
12. Describe the characteristics of what you like and dislike about the competitors you provided.
13. What will the approval process be for your new logo/materials? Are they any other individual that we should include in communications?
14. Any other information you believe would be important for us to know.