



Image & Style Web Questionnaire

What overall IMAGE do you want your new site to project? (check as many as apply)

Traditional? Contemporary? Conservative? Cutting edge?

Formal? Casual? Serious? Eco-Friendly?

Corporate? Personal? Expensive? Affordable?

Other:

What STYLE do you want to communicate? (check as many as apply)

Serene Spiritual Powerful Professional Hip Classic Elegant Funky

Ethnic Natural/Organic High tech Frivolous Fun Flashy Muted Soft

Playful Down to earth Mellow Comforting, caring

Authoritative Delicate Energetic Historical Festive Fanciful

Other:

What color(s) are preferred?

Please list a colors or color variations that you would consider using

Do have any existing promotional materials that you would like the site style to match Yes No

Do you have a vector logo you can provide ? Yes No

Do you have photos that you can provide ? Yes No

If you do not have images and would like us to provide the images for your site, we typically use a low cost image library to find images for use in designing your site. You may visit shop.stockphotosecrets.com and provide some numbers for any photos that you want to use. For layout phase purposes please select 3-5 images that can be used in design your header or homepage.

Each image on istock has a file number associated, please indicate image file numbers below:

_____	_____	_____
_____	_____	_____
_____	_____	_____

Other Web Sites

Please list a few web sites that appeal to the same target audience or community, or that communicate an image or style that is similar to what you want.

_____	_____
_____	_____
_____	_____

Please list some of your competitor's web sites, if you know of any. Let us know what you like and don't like about some of these sites.

Additional Comments: