



## BTW DESIGN INC.

*Delivering Quality Graphic Solutions For Your Business*

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🌐 [btwdesign.com](http://btwdesign.com)

Please kindly provide your information below. Your input will form the basis of our creative brief and project estimate, without which nothing much is possible. We cannot stress how important this questionnaire is to providing a solid base from which we will try to understand what you need included in your catalog. **Remember:** The more we know, the better we'll be at our job!

Once you have submitted this 2-pg form, we will usually get back to you within 24–48 hours to confirm receipt of your input or to ask additional questions to help us build our creative brief.

★ Required Fields

### HOW DID YOU FIND US?

### CONTACT INFORMATION

Full Name ★

Company ★

Job Title ★

Email ★

Phone Number ★

Address ★

City, State & Zip Code ★

Website URL

### SCHEDULING

When do you need this catalog project completed and why? ★

### BUDGET

Do you have a pre-determined budget in mind for the design services phase of your catalog? ★  
Exclude photography & printing costs

### BRAND INFORMATION

What is your elevator pitch? ★  
Imagine you have just a few minutes to enthusiastically describe what it is you do when someone asks

CATALOG DESIGN QUESTIONNAIRE

# CATALOG DESIGN QUESTIONNAIRE

**What is your business all about? \***

Be as descriptive and detailed as you can so we can understand what we are designing a catalog for

**Keywords & descriptive phrases \***

List keywords, adjectives and phrases that best sum up the overall impression you wish your catalog to convey to your target audience

**Who is your intended audience? \***

Please list the type of people that you wish to influence with your catalog, that is, who is your target market?

**Who are your competitors? \***

To see how your closest competitors brand & position themselves before we can create a catalog for you. Please provide URLs and/or company names

**CATALOG DETAILS**

**How many total pages? \***

Please include cover pages in count

**Product photography. \***

Do you have existing photography or would you like it included in our quote?

**Format of existing photographs. \***

In what format would we receive your existing photographs? Please attach a sample image for our review when you push button & submit this form via email

**How many photos per page? \***

**How will we receive the text? \***

Will you supply it in hardcopy (typed or handwritten?) or in digital format?

**Do you have an existing catalog? \***

For a clear idea of the page content envisioned, enabling estimate accuracy. Please attach a PDF when you submit this form via email or send via USPS

**Who will handle the printing? \***

If you would like to consider having us coordinate the printing, we can provide a print quote from a trusted vendor once the project specs are finalized *AFTER* the concept development phase

SUBMIT