



Client Profile Questionnaire

The following questions will help DI GraffiX define your company, corporation, organization and/or groups unique position in your industry. They will assist us in developing and carrying your brand identity across your marketing collateral to create seamless visual presence that will define your company within your market for years to come. Please take the time to complete this questionnaire in its entirety to better facilitate the conceptualization, creation, & completion of your brand and its marketing materials,

What is the organizations name and the meaning/origin behind it?

What is the company slogan/motto (what does the company stand for)?

What is your market or industry?

What are 7 adjectives that describe your company (what makes you unique)?

What is the ultimate goal of your company?



What is your company's main selling point(s) (why you over your competitor)?

What is the feeling/psychological sense your company should express to your customers/patrons/?

What is the lasting impression that you want your customers/patrons/s to have?

What 3 colors best describe your company and why?

What is your company's overall object?

What texture best describes your company?

What is your company's appeal? (Are you bold or subtle?)



Who is the target market/demographic (what are the age range, race, economic status of your expected clients) of your business?

Where is the direction of your company going?

Where is your company located? (Address, describe company surroundings, environment, etc...)

What is that service or product that your company provides?

How often will your customers utilize your company's services?

How old is your company?

What if the origin of your company (how did you get the idea to get started)?

Thanks for taking the time to complete this questionnaire; We look forward to assisting in your success!