GURU CORPORATION

Web Design Creative Brief

This Creative Brief has been created by Logo Design Guru to gather all that we need to create a design that will best suit your taste and your businesses needs.

Please answer the following questions:

Please specify your industry type*

What is your project type*

What does your company do? What are some secondary services you offer– if any?

You can get information from my existing website

URL

E.g : http://www.YourWebsiteName.com

About my company

What makes your product/company/business unique? What is your USP (Unique Selling Proposition)? Select all that apply:

Quality service	Quick delivery	Customer support	24/7 operations
Organization culture	Brand name	Innovative ideas	Unique Products
Atmosphere	Good Pricing	Other	

What is the purpose of your website? Select all that apply:*

Informational	Promote Service	Promote Products	Downloadable Info
Sell Service	Sell Products	Showcase	Advertisement
Customer service	E-Commerce	Branding/Awareness	Community Service
Enhance Image	Edge on Competition	Generate Leads	Promote an Idea
All	Other		

Do you have a motto, slogan, that best dest defines your company or catch phrase?

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Who is your target audience? Please be specific.

Target Audience *

Demo Sex

Demo Age :

| 0 - 10 | 11 - 17 | 18 - 24 | 25 - 34 |
| 35 - 49 | 50 - 64 | 65+ | All |

Secondary Target Audience? Select all that apply:

B2B	Consumers	SME's	Corporations
SoHo	Distributors	Retailers	Executives
All	Other		

Who are your major competitors? What are their websites?

Name   URL   E.g : http://www.YourWebsiteName.com

Name   URL   E.g : http://www.YourWebsiteName.com

Name   URL   E.g : http://www.YourWebsiteName.com

What are the likes/dislikes of their websites?

Please elaborate:

Describe the Image your website must communicate? Select all that apply: *

Cutting–edge	Traditional	Modern	Flashy
Professional	Masculine	Glamorous	High–tech
Futuristic	Trendy	Corporate	Feminine
Content driven	Conservative	Friendly	For children
Family oriented	Academic	Fun	International
Exciting	Simple/Clean	Industrial	Inspirational
Colorful	Humorous	Soft	Elegant
Nature	Complex	Progressive	Service-oriented
Other			

Based on the example above, list/fill your web page titles below. List/fill in only as many as you think you'll need. *

Home Page			
Our Services	Services	Our Products	Products
FAQ's	About Us	About	Contact Us
Contact	Company	Site Map	Portfolio
Showcase	Customer Service	Newsletter	Sign Up
Employment	Facility Information	Careers	Online Registration
Press Release	Testimonials	Management	Bios
Quote Request	Pricing	Direction	Dealer Information
Other			

Do you have photos for your web site ?

If 'Yes', can you provide these photos on disk or send it by email ?

If 'No', as part of your contract, you are allowed to use some stock photos from **www.thinkstockphotos.com**
Please provide us with the stock photo numbers of the photos you'd like us to use in your design :

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What is your preferred color choice ? *

Color Selection

First Color   Second Color   Third Color

Font Selection - Select a font style, the ones listed below are the most popular, most readable and highly
recommended for websites.

Arial   Verdana   Trebuchet MS   Times New Roman

Century Gothic   Georgia   Other   I'll leave this to LDG

Navigation - Where would you like the placement of your navigation bar to be? *

Left side

Right side

Top

Above header

Below header

I'll leave this to LDG

Please provide us with 3 websites that best define your style/tastes.

NOTE: We WILL NOT copy a website, but this will give our design team a better understanding of the "look" you are aiming for.

URL   E.g : http://www.YourWebsiteName.com

URL   E.g : http://www.YourWebsiteName.com

URL   E.g : http://www.YourWebsiteName.com

Will your website require maintenance ?

What is your timeline for launching this project ?

How much design and tech advice would you like us to provide throughout this project?

I'd appreciate getting as much advice as you can give.

I generally know what I'm doing, but would appreciate some advice.

No advice please. I know exactly what I'm asking for.

Do you need to register your domain (Website URL)?   Yes   No

Do you require hosting?   Yes   No

If Yes then provide Email Id and Password to us at websupport@logodesignguru.com

Additional comments that will assist us in designing and completing your project accurately :

Thank you for taking your time to complete our Creative Brief.