



BUSINESS CARD DESIGN QUESTIONNAIRE

This questionnaire is designed to enhance communications between Apocalyp-to Media and our clients. Please keep a copy of this document at hand so that when you discuss your project on the phone with your Apocalyp-to Media Project Manager, you both can refer to the same information.

Completion Date: ____ / ____ / ____

PROJECT CODE: _____ (i.e. LastName_Project#_L)

*Completed by Apocalyp-to Media

BACKGROUND

Organization Name: _____

Organization Address: _____

City: _____ ST: _____ ZIP: _____

IS THIS THE ADDRESS THAT BUSINESS CARDS SHOULD BE MAILED? ___ Yes ___ No

If No, what is the mailing address?

Organization Address: _____

City: _____ ST: _____ ZIP: _____

Representative Name & Title (please print): _____

Representative Contact: () _____ - _____ (cell / office / home)

Representative Contact: () _____ - _____ (cell / office / home)

Email address: _____

Preferred Method of Contact: ___ Telephone ___ Email

Hours of Availability: ____ Monday ____ Tuesday ____ Wednesday ____ Thursday

____ Friday ____ Saturday ____ Sunday

List 1 key aspects of your business. Add to Card? Y / N

1. _____

GOAL STMT: (i.e. Goals, objectives, etc.) Add to Card? Y / N

PRINTING AND BUDGET

What is the desired quantity of cards?

50 100 500 1000 5000 greater than 5000

What is your printing and design budget?

\$50 \$50 - 100 \$100 - 200 \$200 - 300

TARGET AUDIENCE

Who is your target audience? Check all that apply.

Gender: Male and Female Male only Female only

Age: All 13-18 years old 19-24 years old 25-40 years old >40 years old

Additional target audience details: _____

GRAPHICS

Company Logo

1. Do you have a Company Logo? **Y / N***

**NOTE: If you do not have a Company Logo, inquire about our Logo Creation services.*

2. Does your Company Logo need upgrading or refurbishing? **Y / N**

2a. Do you want your Company's Logo incorporated within your business card?

Y / N

NOTE: If you answered Yes to Question 2, a digital color copy of your logo will need to be provided.

3. Do you have a company slogan/tagline/motto? **Y / N**

If yes, what is the slogan/tagline/motto?

3a. Do you want the slogan/tagline/motto included on business card? **Y / N**

Graphics and Images

1. If your site sells a product or service, do you want a photograph of the product or service included on the business card? **Y / N**

2. Do you currently have photographs available (softcopy) of the product or service?

Y / N

3. Do you want other subject, topic, or product related photographs or images incorporated within the site? **Y / N**

If Yes, what are they?

NOTE: If you do not have photographs, but would like to have some taken of you, your product, and/or service for inclusion within your website, inquire about Apocalypto's Photography services. These services can be incorporated into your project. If interested, please inform your Project Manager.

TEXT & COLOR PREFERENCES

1. FONT TYPE

Do you have a FONT type preference? **Yes / No** If Yes, FONT type preference(s):

PRIMARY _____ SECONDARY _____

2. COLOR

For the most part, we recommend a white or light colored background for best readability and contrast. If certain colors (or pantones) are used in the corporate image and or representations of products or logos, we suggest using those colors as a basis for your website.

Text color or pantone: _____

Background color or pantone: _____

Additional Palette colors: _____

3. MISCELLANEOUS

a. Are there any shapes or images that you don't want to use? i.e. Lines, Cirlces, Squares, Italics, Underlining, etc.? If so, list in the area below.

CARD TEXT

NOTE: For clarification purposes, any references to the "Front" means the side that does not include contact information. This side usually houses the Logo and/or Services provided. Any reference to the "Back" means the side that will have the persons contact information and Representatives name.

Do you want a double-sided business card? **Y / N**

1. LOGO. ___ Front ___ Back

2. COMPANY NAME. ___ Front ___ Back

TEXT: _____

3. YOUR NAME AND TITLE. ___ Front ___ Back

TEXT: _____

4. MAILING ADDRESS (INCL. STREET, CITY, ST, AND ZIP). (Confirm information above)

5. CONTACT INFO (TELES AND EMAIL). ___ Front ___ Back

Do you want to advertise any sale or discount information on the business card?

Y / N

If yes, how should be text read:

c. May we include text on the back of the business card stating, "Designed by Apocalypto Media"? **Y / N**

If Yes, a discount will apply.

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On behalf of our organization, I approve the above plan which I have developed with Apocalypto Media to design, and print (if requested), a Business Card. I authorize Apocalypto Media to use this Business Card Design Questionnaire as the basis of this project.

/s/ _____

Apocalypto Media Representative

/s/ _____

Organization Representative