

Gsdbydesign.com Web Site Questionnaire

Answering these questions will help us get a better idea of how to proceed for the look, feel and functionality of your website. Answer any that you feel are applicable.

Branding

1. If you don't have a logo design or are redesigning a logo, please give some examples of logos you like and what you like about them.
2. If you are redesigning a logo, are there any colors or fonts you would like to use or avoid? Do you want a serif or sans serif font or do you have no preference?
3. Are there any pieces of corporate collateral, aside from the company logo, that you would like included in the site?
4. Aside from logo colors, are there any colors we should use or avoid?
5. Are there any fonts you'd like incorporated other than the logo font?

Look and Feel

1. Who is the target audience of the website? Do you want a professional, corporate feel or more of a consumer friendly look?
2. What type of imagery, if any, would you like? Are you looking for specific images of people or products or more abstract images that represent ideas?

Home Page

1. What is the primary message for the home page? Will there be a mission statement?
2. Are there any additional items that should be on the home page? Case studies? Current events? New or featured products?

Second Level Pages

1. Will the second level pages generally have a great deal of content? Will you be including anything besides main content on these pages, such as pull quotes or product teasers?
2. Do you like the idea of different color palettes for the various sections?

Industry Trends and Other Sites

1. What are the URLs of some other companies within your industry? Please tell us what you like or dislike about those sites.
2. Are there any sites not within your industry that you like? Why? Would you like us to emulate certain elements when designing your site?
3. Are there any design elements you wish to avoid?