

HURST DESIGNS DESIGN QUESTIONNAIRE

1. Download the PDF to your computer
2. check the services you need, and answer all questions in detail.
3. Save and send it back once completed.



THE BASICS

Business name

Email

Products & services

Briefly tell us what your business is, and what product(s) or service(s) your business offers?

Business basics

General information about your business (location, years in business, etc)

Your unique business

What sets your business apart from others? What is a unique selling point?

Values

What are some of your core values? What is your mission statement?

Target market

Who is your target market / demographic? How are you meeting their needs?

Brand nouns

Brand nouns are tangible objects, symbols, or elements that visually or conceptually represent a brand's identity. What are some things that are unique to you we can feature in your brand?

How did you find us?

CUSTOM LOGO DESIGN

No two logos—or design processes—are ever the same. I offer a range of options tailored to your needs and vision. Select the option that best fits your brand and provide a brief outline of what you're looking for.

Starter package - \$650

A great option for small businesses or startups needing a professional logo to establish their presence.

- Initial consultation and brand discovery
- Brainstorming session & moodboard
- 4-6 logo concepts
- 2 logo revisions
- One page logo usage guide
- Final logo in high-resolution formats (JPEG, PNG, EPS)

Business package - \$850

Designed for growing businesses looking to refine their brand with a polished, versatile logo.

- Initial consultation and brand discovery
- Brainstorming session & moodboard
- 4-6 logo concepts with mockups
- 3 logo revisions
- One page logo usage guide
- Final logo in high-resolution formats (JPEG, PNG, EPS)

Complete package - \$1100

An extensive logo family for businesses, complete with style guide—the foundation for strong, cohesive brand design.

- Initial consultation and brand discovery
- Brainstorming meeting & moodboard
- 5-10 logo designs with mockups
- Up to 5 logo revisions
- Brief multi page brand style guide to ensure your branding is clear and consistent (colours, typography, logo usage and graphics)
- Final logo in high-resolution formats (JPEG, PNG, EPS)s



BRANDING & STATIONARY

BRAND DESIGN SERVICES

Branding can range from a few key items to a full-scale production, but consistency across all designs is essential for a professional and cohesive look.

Clearly outlining your needs, including quantities, sizes, and specific features, helps ensure we create branding that aligns with your vision and business goals.

Comprehensive style guide

Business card

Letterhead

Signage

Envelope

Branded clothing

Mission Booklet

Vehicle decal

Email signature

Vehicle decal

Lanyard

Pull-up banner

Other: _____



OTHER DESIGN SERVICES

Website design

Outline your website needs, including pages and key features like a shop, booking system, forum, or blog. Share any websites that inspire you to help guide the design direction.

Photography

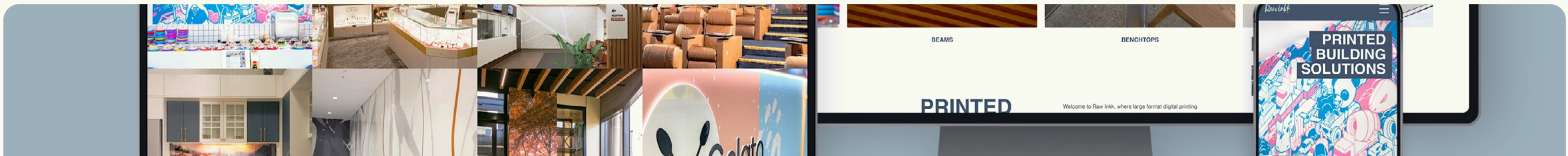
What type of photography do you need? I offer a range of services, including business portraits, interior/architectural, and product photography.

Packaging / label design

Provide an outline of the packaging you have in mind.

LOOKING FOR SOMTHING THAT
WASN'T ON THE LIST?

No problem! send me an email and we
can chat about your vision.



VISUAL STYLE

Your brand's visual style sets the tone for how it's perceived and should align with your values and audience. We'll explore this further in the research and moodboard phase, but having a clear direction from the start ensures we create a design that truly represents your brand.

VINTAGE

Modern

Fun

Professional

Organic

Geometric

Detailed

Minimal

Colourful

Neutral

COLOURS

Colours play a key role in shaping how your audience feels and connects with your brand. They will be incorporated across your logo, branding, signage, and photography to create a cohesive and impactful look. If you don't see a colour you like, feel free to send through any colour palettes that reflect your vision.

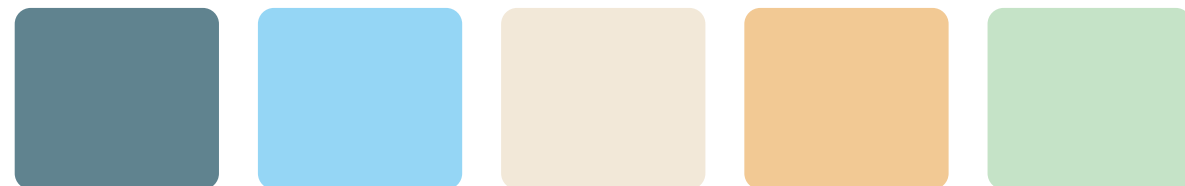
Organic



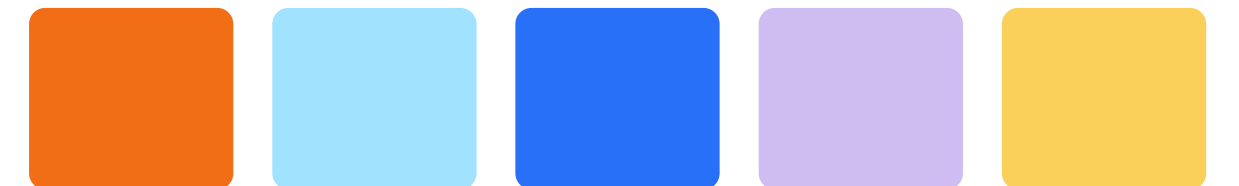
Nutral



Retro



Fun



Warm



Cool



LET'S WORK TOGETHER AND CREATE SOMETHING AWESOME!

At Hurst Designs, I work with businesses to create professional, meaningful brands tailored to their unique needs. With years of experience and a passion for creative problem-solving, I focus on delivering design solutions that not only look great but also help you achieve your business goals.

Daniel Hurst

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[View my Portfolio](#)