



Client Name \_\_\_\_\_ Business Name \_\_\_\_\_  
Phone Number \_\_\_\_\_ Email \_\_\_\_\_  
Street Address \_\_\_\_\_ City \_\_\_\_\_ St \_\_\_\_\_  
Zip Code \_\_\_\_\_

Please answer these questions thoughtfully, as they will help you communicate to us what you would like in your new website design. If you have any questions, please do not hesitate to call us (561) 706-8921.

1. Please write out the logo name exactly as you'd like for it to appear in the website (*e.g., The Fahrenheit Advertising and PR Firm ; The Fahrenheit Agency; or just Fahrenheit*).
2. Do you have a short tag line you will sometimes use?
3. Do you have a logo?
4. Please provide some adjectives that describe what you hope to communicate with your website. (*e.g. strong, exciting, warm, welcoming, inventive, humorous, feminine, serene, athletic, etc.*)  
Share some examples of site you like here:
5. What sort of style do you envision? What do you want your new logo to communicate about your company or products? (*e.g. modern and clean, old world, cutting edge, vintage, sporty, futuristic, etc.*)
6. How would you describe your company/business to someone who has no knowledge of your existence?
7. Describe your target market, gender, age, geography.
8. Describe your direct competition; provide addresses to their websites if available.
9. Do you have any particular point of emphasis you want to see in the design?

10. Do you have any preconceived ideas about the design of your website? Are there any elements that you would like to see included in your web design? What elements \ do you like or dislike?
11. Are there any images or concepts you DO NOT want to see?
12. Do you have any particular images or symbols you associate with your product or company? (e.g. *favorite animal or object, like a lion, ship, mountain or tree.*)
13. What are your color preferences? Are there any colors that you DO NOT want to use? List your color preference if you have any.
14. What pages do you want your web site to have?
15. Do you already own the domain you would like to use?
16. Do you already have hosting services for your website?

Thank you for your time to help us design your new, beautiful website! Please email this form to [services@fahrenheitagency.net](mailto:services@fahrenheitagency.net) and a specialist will follow up with you shortly!

FAHRENHEIT  
AGENCY