

# Swerve Design Group Project Planner

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*Thank you for taking the time to help us understand about your project so we can provide the best possible service to you.*

This form is not mandatory to start a new project (you can also just call, email directly or send us your RFP) but this document does ask a few important questions and serves as a general introduction to your essential “needs and wants” so we can put together a project plan that fits your specific needs. Everything we do here at Swerve is customized to our client’s specific needs – no off-the-shelf standard one-size-fits-none packages for our clients!

Once we have received your project overview we will review to confirm if we are a good fit for each other. If this looks like a good fit then we then move to a more interactive process – our “Discovery” phase. Here we go into much more depth to understand your goals and objectives, your resources and timelines, your marketplace and competitors, your current branding and marketing, and more so we can uncover exactly what needs to happen. We’re been fine-tuning this process for over 10 years and its a big reason why we’ve had so many happy clients.

All right. Enough about us, tell us about you...

Name \_\_\_\_\_

Email \_\_\_\_\_

Phone Number \_\_\_\_\_

Company Name \_\_\_\_\_

Website \_\_\_\_\_

Briefly describe your product(s)/service(s)

Provide an overview of they type of project (new identity, web site, content management tool, custom tools, brochure, annual report etc)

Why are you doing this project?

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What are the desired outcomes? (Prospect phone calls, sell product/service, raise donations,...)

If this is a web project, do you need a content management tool, blog, ecommerce, member database, donation system etc?

If this is a logo project, is it a redesign or new launch, a text-based logo or icon based, do you need supporting stationery etc?

If this is a print project, do you need us to quote printing as well?

Do you need any photography, illustration, copywriting or other supporting services?

What is your timeline?

What is your budget?

\$2,000 to \$5,000     \$5,000 to \$10,000     \$10,000 to \$20,000     Other:

How did you hear about us?

Additional Notes/Comments. Please take as much space as you need.

And that's it for now! Wasn't so bad, now was it? Save this file and email it to [david@swervedesign.com](mailto:david@swervedesign.com)