

# Getting Started...

Thank you for choosing The Studio at Grayrock for your upcoming project. To get started we ask that you complete our Getting Started questionnaire. The information collected within this Getting Started document is crucial for us to understand your goals.

Think of this document as a business plan for your website. The more information you can give us, the better we'll be able to respond.



## ***Hello from the gang!***

This Getting Started Document is a useful resource in understanding your objectives and goals. Please provide as much detail as possible and if you are uncertain of anything feel free to leave it blank and we will discuss the matter in detail during our consultation.

If you have any questions, feel free to contact [thestudio@grayrock.ca](mailto:thestudio@grayrock.ca).

## You

Your name is:

Your organization is:

Your current website is:

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## Your business

*Greatness comes from ordinary actions, focused on a specific objective, followed by steadfastness.  
Anything is possible when you are committed to pursuing it one step at a time.*

Tell us as much information about yourself, your company or your product(s).

Tell us as much information about your customer base, clientele or audience.

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## Your brand

*You now have to decide what image you want for your brand. Image means personality. Products, like people, have personalities, and they can make or break them in the marketplace.*

**What does your *brand* represent?**

**In your own words, please list all of the functionality requirements for your website.  
If possible list examples of websites with similar functionality.**

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Websites you like:

List up to three websites you're fond of and what you like about them. Be specific.

http://www.

I really like this website because:

Websites you like:

http://www.

I really like this website because:

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Websites you like:

http://www.

I really like this website because:

Additional information:

Did we forget anything? If there is anything else you'd like us to know, please add it here now

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## Your assets

At this time are you able to provide us with:

***Content for your new site.***

***Corporate color palette.***

***Corporate fonts.***

***FTP access to your current site.***

***Logo - preferred file types include .eps, .ai.***

***Stock photography/images.***

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Is there anything else?

Will you require additional collateral design? If so, select all that apply.

***Print collateral (Business Cards, Envelopes, Letterhead)***

***eMail Newsletter Template***

***Facebook Fan Page***

***Twitter background***

Let's get started...

