



[www.alphapressfl.com](http://www.alphapressfl.com)

## Design Group Survey

Phone: 1-888-377-6155

Fax: 407-299-8137

**Please Print this form out, fill it out and fax it back.**

Contact Name \_\_\_\_\_

### Company Info

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

Address \_\_\_\_\_

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

Email Address \_\_\_\_\_

### Company Description

What print materials do you need designed? (business card, postcard, etc.)

Does your company have a logo?

If yes, can you provide it in a hi-resolution file?

If no, would you like us to design your new logo? (Please call for a quote)

Does your company use any specific fonts? (Please list)

Can you tell us about your company?

Does your company have a slogan or tagline?

Do you have a website? If yes, please provide.

What is your company's target audience?  
Age? Income Level?

What are the top 3 things you want your customer to know about you?

Do you have any current ad materials you would like your new designs to mimic?  
If Yes, please provide.

If you have any ideas about the types of pictures you would prefer please list them below:

Are you running any special promotions on these design materials?

### Direction of your Design

**Please Circle** (or otherwise mark) any words below that you think would represent your company or this design.

Fun	Textured	Conservative	Edgy	Promotional
Bright	Romantic	Minimal	Technical	Professional
Urban	Monochromatic	Experimental	Educational	Artistic
Sexy	Classic	Youthful	Informative	Contemporary
Futuristic	Athletic	Healthy	Superior	Simplistic
Others:				

Do you prefer photographs in the background or solid shapes and colors?

Are you running any special promotions on these design materials?

Is there any colors you extremely dislike?

Will you be delivering your promotional pieces through a mailing service?

If yes, please provide their contact information so that we design according to their mailing specifications.

### **Other Notes**

Is there anything else you want to tell us about your company?

By placing a design order with Alpha Press, Inc., you agree to the following terms:

### **Terms & Conditions:**

#### **Client Responsibilities:**

1. Client must complete a design survey, which will assist the design department in getting a clear vision of client's design needs
2. All text (including information for business cards) must be provided in a digital format (E-mail, Word document or similar text document)
3. Any logos or pictures must be sent before design is started. All pictures and logos must be hi-resolution, 300 dots per inch, or printed at customer's risk.
4. Client will approve samples for any stock photographs that are used prior to purchase. Cost for each stock image will be \$5 for business card size, and \$10 for any other design, unless otherwise quoted.
5. If client requests new pictures after purchase, client is responsible for payment of additional images.

#### **Alpha Press Terms:**

1. **RUSH Designs** are any jobs that must be expedited to meet print deadlines. The charge for a Rush Design is an additional 50% above the standard pricing. All "RUSH" designs need to be approved by design department before the order is placed. All materials need to be provided at time of order.
2. **Turnaround:** Once Design survey is completed, and ALL materials are provided (text in Word document, supplemental pictures and logos) the design department can begin the design process. If pictures need to be purchased for the design "Possible photos" will be sent out within 24 hours for

client to review. A proof will take 1-3 business days depending on the complexity of the design. The timeliness of the design process depends on the customer's responses to their proofs.

3. **Cut-Off Time:** If artwork is received after 2pm, the turnaround time begins the next business day.
4. **Revisions:** Client revisions must be specified in writing and must include all corrections or changes from the original specifications.
5. **Any text changes count as a revision.**
6. **Proofs:** Client is responsible for reviewing all proofs carefully. This includes: checking spelling, phone numbers and design aesthetics. Proof responses must be sent via our online proof response page, or by email. Until the proof is returned, no additional work will be performed. alpha Press, Inc. will not be responsible for undetected production errors if:
  - Proofs are waived by the client
  - The work is printed per the client's written OK
  - Requests for changes are communicated verbally
  - All requests for changes of any kind must be made in writing to avoid mistakes.
  - Printing Turnaround times begin after after the proof is approved
7. **Cancellations:** Cancelled orders require compensation for incurred costs and related obligations at the time of cancellation. If the order is cancelled before the design process has begun, a 15% fee will be charged. If the order is cancelled after the 1st proof has been designed and sent, a 50% charge will be incurred. If the order is cancelled after the 2nd or 3rd proof, a refund will not be given.
8. **Samples:** Alpha Press, Inc. may use your product for samples or advertising purposes, unless notified in writing of its inability to do so. In the event of a written notice, Alpha Press, Inc. will cease its usage of your product within 30 days of receipt of the notice. Any usage of the product for samples or advertising purposes prior to the receipt of the written notice will be deemed as acceptable.
9. **Changes:** Alpha Press, Inc. may change, modify, add or remove portions of this policy at any time, and any changes will become effective immediately upon being posted unless stated otherwise. This policy was last revised on June 9<sup>th</sup>, 2009.

\* By signing below Customer agrees that they have read and understand all the terms and conditions.

Please sign or type " I AGREE" in below

\_\_\_\_\_ Customer Signature