

Flyer Design Checklist Questionnaire

1. Project Overview

Project Name:

Company/Organization:

Contact Person:

Email / Phone:

What is the purpose of this flyer?

(e.g., promote event, advertise service, announce offer)

What is the main message you want people to remember?

What action should the reader take?

(e.g., visit website, call, attend event, scan QR code)

2. Target Audience

Who is this flyer for?

(e.g., age group, profession, interests)

What problem or need does this address for them?

Where will the flyer be distributed?

(e.g., street handout, mailboxes, in-store, events)

3. Content

Please provide all text content (copy):

- **Headline:**
- **Subheadline:**
- **Body text:**
- **Call to action:**
- **संपर्क details (phone, email, website):**

Are there any legal disclaimers or required text?

What information is most important? (priority order)

4. Branding & Style

Do you have brand guidelines? (Yes / No)

If yes, please attach or link them.

Brand colors:

Preferred fonts (if any):

How should the design feel?

(e.g., modern, playful, corporate, minimal, bold)

Any examples you like or dislike?

(links or descriptions)

5. Assets

Do you have the following? (please attach if available):

- Logo (vector preferred: AI, EPS, SVG)
- Images/photos (high resolution)
- Icons/illustrations
- QR code

Do you need us to source images or graphics? (Yes / No)

6. Format & Specs

Flyer size: (e.g., A4, A5, custom)

Orientation: (Portrait / Landscape)

Sides: (Single-sided / Double-sided)

Will this be printed, digital, or both?

Do you have printer specifications? (bleed, margins, etc.)

7. Timeline

Project deadline:

Are there fixed milestones?

(e.g., draft review date, final approval date)

Who is responsible for approvals?

Expected number of revision rounds:

8. Budget

Design budget:

Does this include printing? (Yes / No)

9. Deliverables

What final files do you need?

- Print-ready PDF
- Web/digital versions (PNG/JPG)
- Editable source files (AI, PSD, etc.)

Do you need multiple versions?

(e.g., different sizes, languages)

10. Final Checks

Is all content final and approved? (Yes / No)

Have all details been verified?

(phone numbers, URLs, dates, pricing)

Any legal or compliance considerations?

Additional Notes

(Anything else we should know?)