Dear Client,

If you're the type who likes to keep things short and sweet, the **Express Brand Alignment** form will do the trick. It’s quick, easy, and delivers the results you’re after—no fluff, no fuss.

But... if you're someone who loves to dive deep into the nitty-gritty and ensure every detail is nailed down, I recommend filling out the **Deep Brand Understanding** form as well. That way, we can capture every nuance and build something truly aligned with your vision.

Looking forward to working together!

— Marko

**Express Brand Alignment**

**1. What exactly are you doing?** I need to know what business you are in. Feel free to share your industry and area of specialization. Please describe your business in a few sentences.

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**2. Could you please provide your logo?** Format: vector source file in AI, SVG or EPS  
  
Ideally, just copy and paste your Dropbox links into the boxes below. If Dropbox isn’t your thing, no sweat. Use <https://wetransfer.com> . It’s fast, free, and works like a charm. Just upload the files, grab the WeTransfer link, and drop it below.

You could attach the files directly to Fiverr messages, but that’s a bit of a mess waiting to happen—things can get lost or confusing. So, do me a solid and stick to Dropbox or WeTransfer. Big thanks!

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**3. Could you please provide your brand identity?** Format: PDF or AI  
  
If you have specific colors and fonts in mind, please specify them here:

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**4. What design style do you prefer?**

If you're unsure, go to <https://hipfolio.co/style.html> and choose the style you want, then write it below. For example: 02 Modern & Clean.

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**5. Please provide exactly 3 website examples you like, and specify what you like about each:**

You can add pictures here, use Figma to comment, or any other method, except a Zoom call.

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**6. Do you have existing content (text, images, videos) for the website?** Format: folder with all the assets and text in Word or Pages format.

If you want to re-use existing text from your website, please share the URL

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**Deep Brand Understanding (Feel free to skip)**

**1. Got a song in mind that captures the vibe you're after?** If there’s a track you think nails the mood, let me know, and I’ll play it while working on your project to weave that energy right into the design.

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**2. What makes your brand, product, or website so irresistible?** When people land on your site, what do you want them to feel? What’s the one big message you want to hammer home the second they show up?

Not sure how to answer that? Try these instead:

- What’s the #1 reason your website exists?

- What’s the goal: more sales, more leads, or spreading information?

- Who’s your ideal customer?

- What’s their story: age, gender, location, interests?

Give me the good stuff.

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**3. Can you describe your brand's personality and tone?** e.g., Professional and Corporate, Friendly and Approachable, Innovative and Modern, Playful and Quirk, Elegant and Sophisticated, Reliable and Dependable, Youthful and Energetic

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**4. Design output format** Format: Figma, Adobe XD, Sketch, Adobe PSD  
  
Please specify what design output format you prefer

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| **Figma** |

**5. Is there a design style you absolutely can’t stand and never want to see in your project?**

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**6. Please provide exactly 3 website examples you dislike, and specify what you don’t like about each:**

You can add pictures here, use Figma to comment, or any other method, except a Zoom call.

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**7. Existing Concepts or Wireframes** Format:please provide in any format you have

Do you have any existing wireframes, sketches, or conceptual ideas for the website?

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**8. Navigation and Structure** Format:please provide in any format you have

How would you like the website to be structured in terms of navigation and pages?  
Do you have a sitemap or an idea of the pages you want on the website?

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**9. Features and Functionality**

What specific features or functionality do you require on the website? e.g., contact form, e-commerce functionality, blog  
Are there any third-party integrations needed? e.g., social media feeds, payment gateways, booking and scheduling, subscription

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**10. Content Assistance**

Will you need assistance with content creation or sourcing imagery?

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**11. Project Management Assistance**

Will you need assistance with project management?

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**12. Please share additional details if any**

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