



Symphony Dental
Dental Practice Enhancement Services

Design Discovery Questionnaire

Thank you for considering Symphony Dental as your design partner! We are always excited to meet new people and create fresh ideas together. Following is a short questionnaire that will give us some insight into the personality and goals of your business. This information will assist us in the design process to ensure that we create the identity that "fits" your goals and sends the right message. Please include any materials, i.e., pictures, logos, magazine ads, music that you like – there is no such thing as too much information!

1. Business Information:

Company Name:

Address:

Phone:

Fax:

Web page URL:

2. Contact Information:

Primary Contact Name:

Phone:

Fax:

Address:

Email:

Alternate Contact Name:

Phone:

Fax:

Address:

Email:

Symphony Dental
Dental Practice Enhancement Services

3. What types of Marketing Materials are you interested in for your organization?

Logo Design ___ Business Card/Letterhead ___ Web Page ___

CD-Rom Business Cards ___ Brochure Design ___ Ad layout ___

Other (please describe) _____

4. What objectives are you trying to achieve with your marketing materials and who is your target audience? (i.e., new patients, referrals, etc.)

5. The following items are very helpful to us in the creative process. Please include them if available or, just make a note if they are not available:

Mission Statement _____

Financial Policy _____

Welcome Letter _____

Newsletter _____

Brochure/Programs _____

Insurance Policy _____

Business Card _____

Symphony Dental
Dental Practice Enhancement Services

6. Please describe the services that you provide:

7. Of the above services, which are the ones that you love doing and why?

8. What do you like or dislike about your current logo and web site?

Symphony Dental

Dental Practice Enhancement Services

Good things to **bring to Your Design Meeting include:**

- Examples of work, i.e., postcards, flyers, business cards, etc. that you really like.
- Favorite writings and quotes.
- A list of web sites that you find appealing.
- A list of business challenges that you are trying to address (e.g., more new patients).
- A list of your favorite dental procedures (implants, crowns, braces, whitening...) .
- Your mission statement or your practice philosophy of care.
- Any previous logos or design work that you would like to keep or change.
- Pictures, pictures, pictures - places, people, or objects that reflect the personality of your practice.
- A description of your target audience (age group, income level, zip code...).
- Get crazy with color! We like to start with lots of colors and narrow it down to a few.
- Patient before/after digital photographs (note - patients relate well to portrait photos)

Contact Us Today to Schedule a Free Design Consultation!

Symphony Dental
Attn: Deborah Druey
P.O. Box 604
Temple, Ga 30179-0604

Phone: (678) 563-6122
Fax: (678) 840-3982

Email: info@symphonydental.com

Thank you for taking time to complete this questionnaire.

**Our Design Team is committed to putting your best image forward,
Always.**

Visit us at www.symphonydental.com 