

WEBSITE QUOTE

Please complete this form and fax it back to 07 3255 2644 or bring it along to your first meeting.

Unit 3, 14 Merivale Street South Brisbane Qld | PO Box 3676 South Brisbane Qld 4101 | **PHONE 07 3255 2655**

DATE	NAME
COMPANY NAME	
PHONE	FAX
EMAIL	
ADDRESS	POSTCODE
JOB NAME	

Website solutions for Small Business Sites

At Graystone Studio we offer our clients the solutions for small business websites.

If you require clever efficient communication accompanied with easy to understand technology and friendly advice we can help you.

Our Service

1. Design

To design your website template. This process includes:

- The design of a homepage and two secondary pages.
- The development of corporate branding techniques to ensure a consistent look and feel to your website.
- Optimised image generation of existing corporate images and photos for online use.

2. Content Management System

Once your website has been designed Graystone Studio can either organise to update your website overtime for an hourly rate or the client can take over the editing of your own site (this is dependant on the software and training the client has inhouse).

STEP 1. COMMUNICATION OBJECTIVE

1.1 What is the objective of your project?

- to educate
- sell a product/service
- Generate sales
- build a brand
- Encourage enquiries
- Obtain information from your audience
- Encourage them to tell a friend
- Gain newsletter subscribers
- Other:

(Please be specific. This answer is a starting point to assure the correct message is being communicated).

1.2. Who is your target audience?

- General public
- Children
- Elderly
- Families
- Internal staff
- Business sector
- Members
- Multicultural
- Government
- Other *(please specify)*

1.3 What does your organisation do?

1.4 How long you have been established.

1.5 How many staff you employ?

1.6 What is your point of difference?

1.7 Who are your competitors?

STEP 2. DESIGN ELEMENTS

Do you have an existing identity/Style Manual?

Yes No

If yes, is the Style Manual available? Yes No

Do you have a Logo? Yes No

If yes, is the logo available electronically? Yes No

1. COLOURS

Are there any specific colours you would like to use? If you know the PMS colour names that's even better!

2. FONTS

Are there any specific fonts you would like to use?

3. IMAGES

Do you have photographs or illustrations you want to use?

If not, and you wish to use images, Graystone Studio can help you search for existing stock images or coordinate a custom photo shoot.

Graystone Studio to search for images

An answer many clients don't like to, or don't know how to, give – but one that makes it infinitely easier to ensure we deliver a result you will be delighted with and that best fits your budget.

4. BUDGET

I want the best solution for my \$: budget is \$

Want top quality: please advise

Not fussed on quality: make it as cheap as possible

Very important information. If you have an fixed delivery date, or particular interim deadlines, we NEED to know about it!

5. DEADLINES and DELIVERY

Interim deadlines

Delivery date

Delivery Brisbane Other: _____

6. CHECKLIST: To bring along to our meeting.

- Examples of designs you like, existing marketing material
- Colours you like
- Information about your competitors including:
 - website addresses
 - logo's
 - colours used
- Photo's / illustrations you would like to use