

## WEBSITE DESIGN STYLE GUIDE

This style guide is an integral part of the website building process. It helps organize goals and targets for your project in a way that our team can understand and utilise accordingly so as to provide you with a proposal and an accurate quote. Should there be a question that you think is inapplicable to the project, you may leave it blank. Please send us an accomplished version of this document to: team@vepeople.com

### I. GENERAL INFO

- Your Name
- Name of Business or Organization
- Address
- Email Address
- Phone/Mobile/Fax
- Tell us about your company. What do you do and where are you located?

### II. WEBSITE INFO

What is your current website address? If you don't have any, kindly specify your intended web address or URL here.

Do you have a web host? If so, please give us the technical specifications.

What is the intended launch date for the new site?

Who is your target audience? (Gender, age range, location, etc.)

What action(s) should a user perform when visiting your site (search for information, sign up for an account, purchase a product or service)?

What are the key reasons why the target user chooses your company's products or services (cost, service, value, etc.)

Do you know how many people visit your site each day, week or month?

Do you have social media profiles already set up? If so, indicate the links to all your social profiles below

### III. WEBSITE DESIGN/REDESIGN REQUIREMENTS

What is the primary goal of this redesign? (ex. For better user experience, to target a different audience, revise look and feel, etc.)

What aspects of your current site do you feel are unsuccessful? Why?

Do you have content available? Do you plan on using existing content to your new site? If so, which portions? (Home page, About Us, etc.)

Do you have ideas of the colors to be used, and colors you don't like? Do you have a specific theme in mind? Please provide example sites.

Please provide the main pages you need in the website.

Have you created the copy text for any of your pages?

Yes

No

Do you have existing business cards or other printed material we need to match?

Yes

No

Are you leaning towards custom drawn artwork or photographs?

Yes

No

Please provide a list of websites **you like** and why:

1.

Why?

2.

Why?

3.

Why?

Please provide a list of websites **you don't like** and why:

1.

Why?

2.

Why?

3.

Why?

Please provide us a list of competitor websites:

1.

2.

3.

### **SPECIAL FEATURES**

Flash

Video

Image Gallery

Map

Search

Subscription/Sign-up feature for Mailing list

Request/information Forms

Downloads/ Uploads

Others: (please specify)

## IV. IDENTITY

Do you have a logo?

- Yes
- No

If YES, do you have a digital copy of your logo?

- Yes
- No

Do you have a tagline? (ex. "Web Design Services") If so, what is it?

Give us 4 words that you want your audience to associate with your brand/company:

- 1.
- 2.
- 3.
- 4.

Do you have images for your website?

- Yes
- No

If YES, do you have the images in digital form?

- Yes
- No

If NO, would you like us to provide you with Stock Images?

- Yes
- No

Do you have artwork or existing graphics for your site? (buttons, slider images, etc.)

- Yes
- No

## V. OUR DESIGN PROCESS

1. Site planning  
*Fill-up checklist of features to be included.*
2. Design Submission  
*We will be submitting 2 website design layouts for approval.*
3. Web development  
*Implementation of the approved design and the features based on the agreed site plan*
4. Test site features and functionality
5. Issuance of invoice and Handover

## V. CLIENT RESPONSIBILITIES AND TERMS

### 1. Payment of Fees.

A minimum deposit of fifty percent (50%) is required to commence work.

### 2. Initial Payment and Refund Policy.

The total amount of this contract is \$

This agreement begins with an initial down payment of \$

### 3. Additional Expenses.

Client agrees to shoulder all additional expenses necessary for the completion of the project, such as:

- Purchase of specific fonts
- Purchase of specific images or graphics
- Purchase of specific software
- Additional site pages and functionalities
- Domain

**4. Client Amends / Changes.** VE People prides itself in providing quality service and customer satisfaction; thus, we encourage input from our clients during the design process.

VE People understands, that clients may request significant design changes to pages that have already been built to the client's specification. However, please note that our agreement does not include a prerequisite for significant page modification or creation of supplementary pages in excess of our agreed page maximum. If significant page modification is requested after a page has been built, we must count it as an additional page. Some examples of significant page modification include:

- Developing a new table or layer structure to accommodate a substantial redesign
- Recreating or significantly modifying the company logo graphic
- Creating a new navigation structure or changing the link graphics
- Significantly reconfiguring the shopping cart with new product, shipping or discount calculation if an e-commerce enabled site has been selected by the Client.

On the other hand, simple fixes and changes will always be covered during the development of the site.

### 5. Third Party or Client Page Modification.

Some Clients will opt to independently update or edit site pages after project completion. However, VE People is not responsible for any damages created by the client or his/her representatives.

Any repairs required will be assessed at an hourly rate of \$60.50, inclusive of GST. [1 hour minimum charge].

The undersigned agrees to the terms of this agreement on behalf of his or her organization or business.

On behalf of the Client (authorized signature):

Date

On behalf of Developer (authorized signature)

Date