

iD Client Needs Analysis

This questionnaire is designed to capture most of the key data points to enable Monotype to provide an accurate proposal for a successful corporate typeface selection. Please answer the questions as fully as possible and contact your account manager for assistance if you would like to discuss any points further prior to completion.

Completed by:

Company:

Email:

Telephone:

Your company

1. What is your objective for this project?

2. Please define your target audiences.

3. What are the core brand values that you need to communicate?

4. Who are your competitors?

5. In which countries do you operate?

6. In how many languages do you communicate?



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Your users

11. How many internal users need to have the typeface on their computer?

12. Are they all on one site or at different sites? Please specify:

13. What computer platform are your users based on? For example, are they PC or Macintosh computer users? Please specify how many of each you have:

14. Are there any special bespoke print system formats to consider?

15. How many external users need to have the typeface on their computer?

(Please specify how many third party companies and the number of users where possible):

16. Do your users need to embed the font/s in documents such as PDFs?

17. Are there any key font related problems that have impacted your users before?

18. How will your fonts be stored and distributed?

19. Would you like assistance with implementation?

20. Would you like templates to be set up?



