



NEW BUSINESS INQUIRY

TELL ME WHAT YOU'RE BUILDING.

Share what you know so far. Early ideas are welcome, and you do not need to have every answer figured out.

HOW THIS WORKS

Complete the form digitally or print it. Save your copy, then email it to hello@prettyfunctionaldesigns.com.

Your Name

Email

Working Business Name (optional)

Okay if it is not final

Business Type

For example: salon, bakery, tutoring

Where Are You Now?

Target Launch Timing

What Will the Business Offer?

The main product, service, or experience you plan to sell

NEXT

Page two is about the people you want to reach and how the brand should feel.

Nothing needs to be final. First instincts are welcome.



YOUR BRAND

HOW SHOULD IT FEEL?

Tell me who you picture choosing this business and what you want them to feel.

Who Do You Most Want to Reach?

The customer you hope will choose this business

How Should the Brand Feel?

Three to five words, like warm, polished, playful, bold, calm

Colors You Love (optional)

Colors to Avoid (optional)

Anything Meaningful We Could Draw From? (optional)

An animal, plant, place, object, family story, personal symbol, initials, or another detail that matters to you.

Ideas You Already Have (optional)

Logo ideas, visual directions, names, taglines, or concepts



YOUR LAUNCH

WHAT MIGHT YOU NEED?

Check everything you may want help with. This is not a commitment.

What Might You Need for Launch?

Check all that apply

- | | |
|--|--|
| ☐ Logo or wordmark | ☐ Starter website or landing page |
| ☐ Colors, fonts and brand style | ☐ Service menu or offer layout |
| ☐ Social profile setup | ☐ Business cards or printed materials |
| ☐ Inquiry or booking flow | ☐ Not sure, I need guidance |

Investment Range

Inspiration Links (optional)

Pinterest, Canva, websites

Choose the closest range

Anything Else You Want Me to Know? (optional)

Questions, concerns, or context. You may also attach inspiration or reference files when you return this form.

RETURN YOUR COMPLETED FORM

Save the PDF, attach it to an email, and send it back.

EMAIL PRETTY FUNCTIONAL DESIGNS

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