



DESIGN FOR ME QUESTIONNAIRE

This questionnaire will help us create custom packaging for your product. Some products may not require all of the following components. Please provide everything you have. Please direct any questions to graphics@thepkglab.com.

CUSTOMER INFORMATION

This information will be used only for Design for Me purposes and will not be shared.

* Fields marked with an asterisk and outlined in red are required.

Customer Name:

*

Company Name:

Phone:

*

Email:

*

Company Website, Social Media, and/or Other Contact Info (how your customers get in touch with you):

Your Product:

*

How did you find out about us?

DESIGN ASSETS CHECKLIST

Upload the following design assets to the Dropbox link provided. You can use the checkboxes to keep track of what you've uploaded. Please only upload the versions of your design assets you'd like us to use—**not your entire brand kit!** We also have access to limited stock graphic resources, but we **do not** create new assets from scratch.

Logo

File formats: EPS/SVG/AI vector art, or
JPG/PNG/PSD raster art with 300+ PPI resolution

Existing Packaging/Branding

Seeing your existing packaging can help us create a design that fits into your product lineup better.

Editable Copy

Your story, product information, and any other text that will appear on your packaging. Please provide editable text that can be copied and pasted.

Design Inspiration

Images of other designs you like can give us a better idea of the look you want—even designs from completely different products. [Pinterest](#), [99Designs](#), and [Creative Bloq](#) are some resources.

Nutrition Info, Ingredients, and/or Disclaimers (optional)

Compliance with any relevant labeling regulations is your responsibility. We do not create these labels or research/verify what's required.

Other Imagery (optional)

File formats: EPS/SVG/AI vector art, or
JPG/PNG/PSD raster art with 300+ PPI resolution

UPC/Barcode (optional)

QR Code (optional)

BRAND STANDARDS & INFORMATION

Tell us about your brand. This will help us identify the look and feel you'd like your brand to express through packaging. Please provide as much information as you can.

Colors:

Please list any specific Pantone colors you're using for your brand.
For the best color accuracy, we recommend using the Color Bridge Coated swatch book.

Are there any colors you'd like to use? If some should be used more prominently than others, please specify.

RGB/web/hex colors (ex: #123ABC) aren't used for print. They must be converted to CMYK, which may change their appearance. Please ask if you'd like more info.

Are there any colors you'd like to avoid?

Fonts:

Please list any specific fonts you're using for your brand, or would like to use.

DESIGN FOR ME QUESTIONNAIRE (CONT.)

BRAND STANDARDS & INFORMATION (CONT.)

Messaging:

* Fields marked with an asterisk and outlined in red are required.

What look & feel are you trying to achieve with your brand?

For example: organic, natural, healthy, fun, quirky, streamlined, homemade, scientific, hip, artistic, edgy, etc.

*

What overall message do you want to convey?

*

Who is your target customer?

*

PRODUCT INFORMATION

Tell us about your product. This will help us identify the features of your product to highlight on your packaging. Please provide as much information as you can.

Product Details:

Describe your product the way you'd like the text description(s) on your packaging to read.

*

Does your product have multiple SKUs (colors, flavors, sizes, or other options)? If so, please list them.

*

Display:

Where will your product be displayed?

For example: farmers' market, grocery store, boutique, online imagery, etc.

*

How will your product be displayed/photographed?

For example: sitting on a shelf, hanging on a peg, in a staged display, etc.

*

Other Information:

How are you advertising/promoting your product? How will your customers be able to find out about it?

*

Is there any other information you'd like to provide to help create your custom packaging?

ORDER SPECIFICATIONS

Packaging Product:

*

Need a pouch? Not sure what size? Order a [free sample pack!](#)

Dimensions:

*

For rollstock film, please specify dimensions in inches or millimeters.

Pouch/Film Material:

*

Product windows/translucent color effects require clear film. Silver interiors/metallic color effects require metallized film.

Pouch/Film Finish:

*

Zipper (pouches only):

*

Hang Hole (pouches only):

*

Euro not available on S1, L13, or L14 size pouches.

Trying to meet a deadline?

Please note our time requirements below.

The complete Design for Me process takes approximately 2–3 business weeks, once you've returned this form and uploaded ALL your design assets. We'll then schedule a 30-minute phone consultation to review, answer any questions, and lay out a more detailed timeline.

Please note the DFM process **does not** include pouch/film production (5 business days standard) or shipping time.

When you've completed this form, please save it and send it back to graphics@thepkglab.com. Thank you!

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