



Gathering the materials and information to complete this form might take a couple of hours but the effort will result in a robust showcase of your team and your work in a format that will be engaging to potential hires, colleagues, and industry publications and media. Your time and that of your team's dedicated to this is hugely appreciated.

Use this PDF as a guide only. To submit your answers please use the Google Doc link provided that will allow anyone with the link to add to it and edit it.

To submit files you may use Dropbox, WeTransfer, Google Drive, etc.

File checklist

- Company logo (vector)
- Org chart(s)
- Headshots
- Team quotes
- Work samples
- Workplace photos

SHORT ANSWERS

About the company

- Name
- Headquarters location
City, State, Country
- Size
Employee count
- Year established
- Description
A typical "about us" text

About the in-house team

- Name
How is your group known/ addressed within your company?
- Year established
- In-house team size
We are focusing on design, brand, and communication team members like graphic designers, illustrators, art directors, copywriters, animators, and more. Front- and back-end designers and developers would be part of product teams.
- Website and/or social media handle
If applicable

LONG ANSWERS

About the in-house team responsibilities, challenges, and inner workings

- What are the responsibilities of the in-house team?
You might already have a team description as part of your company, if so, you can provide that. If not you can list the types of projects you have worked on in the past as well as more typically recurring projects and/or day-to-day tasks.
- What are some unique benefits of working in an in-house team?
- What are some unique challenges of working in an in-house team?
- Do you work with freelancers and/or outside agencies?
If yes, please share in what capacity, for what kind of projects, how often, and any other insights you might have. If not, is there a reason for that?
- About brand guidelines
IF YOU HAVE THEM
How do brand guidelines inform your work on a regular basis? What makes good guidelines for internal use?
IF YOU DON'T HAVE THEM
Do you feel like this is something you are missing? Are you in the process of developing them?

About the in-house team organization

- What is the organizational structure of the team?
List by roles. Graphic org chart* welcome.
- What is the organizational structure of the team *within* the company?
List by wider company departments and/or leads. Graphic org chart* welcome.
- Team members
List of team members including name, title, Linked-In profile (if available), and headshots (**we want to make this website as human-centric as possible**).
List can be submitted as spreadsheet.
* If your company does not allow org charts to be published, please describe in text.

TEAM CONTRIBUTIONS

Quotes

- Please provide quotes from up to 10 team members of what they enjoy the most about working on this team and in-house. For each quote please include name and title.

Workplace

- Please provide pictures of your headquarters, specifically where the team works. We also welcome individual work-from-home set-ups (if that's the case, please attribute photos to each person).

Work Samples

- Please share between 10 and 15 images of work that you are most proud of. Please include simple captions with year for each image (for example "PowerPoint presentation for fundraising efforts, 2005" or "Booth graphics for exhibit at CES, 2000" or... you get the idea.