

BRANDING QUESTIONNAIRE

IDENTITY OF YOUR BRAND

Business Name for Logo:

Is there a special meaning behind the brand name? If so please share:

Do you have a mission statement?

What products or services does your business offer?

What are the core values of your brand?

What makes your business unique?

What pain points are you experiencing in your business right now?

Where do you see your business in 1 year? 3 years? 5 years? (Dream Big!)

TARGET AUDIENCE

What niche do you target?

How do you position yourself in your market?

Who is your dream client? Give your dream client a persona:

Name: Age: Gender:

Values: Beliefs:

What brings them joy?

Income:

What do they do for a living?

Where do they hang out on-line and in real life?

What do they wear?

What kind of music do they listen to?

How is their house decorated?

Where do they shop?

What are their top 5 priorities?

What are problems your dream client is facing?

How do you plan to reach your dream client?

How do you solve their problems with your business?

COMPETITORS

Who are other businesses in your field?
What are their strengths and weaknesses?

Who are your main competitors?

What sets you apart from your competitors?

AESTHETIC VISION

Where will your logo primarily be used?
Web, print, merchandise?

Do you have any colour preferences for your new branding?

Are there any colours you would like to stay away from?

What are some logos and branding that you love?
Please give 3 urls of logos or typography that you believe are in line with your brand and explain why?

Do you have any imagery ideas for your branding?

Do you have a preference on typography?
Script, bold, light, hand drawn, serif, sans serif, custom lettering, ect

What message, emotions or atmosphere should the identity convey?

AESTHETIC VISION

What words describe your brand look?

Adventurous	Conservative	Glamorous	Ornate	Simple
Affordable	Creative	Global	Outdoorsy	Sleek
Approachable	Cute	Graphic	Strong	Soft
Artistic	Dainty	Hand-Crafted	Polished	Sporty
Authoritative	Dramatic	Happy	Professional	Subtle
Beautiful	Dreamy	Intricate	Refined	Structured
Bohemian	Earthy	Laid Back	Refined	Traditional
Bold	Eclectic	Local	Retro	Trendy
Bright	Edgy	Luxury	Relatable	Tribal
Calm	Elegant	Masculine	Rich	Trusted
Casual	Feminine	Mature	Romantic	Urban
Chic	Fresh	Minimal	Rugged	Vibrant
Classic	Friendly	Modern	Rural	Vintage
Clean	Fun	Natural	Rustic	Warm
Colourful	Formal	Nostalgic	Serious	Young
Confident	Geometric	Organic	Sexy	Zen

Any other words that come to mind?

Any other information to add?