

# BRAND IDENTITY QUESTIONNAIRE

This is the first step in crafting your brand identity / logo / website. This will really help to understand your business, your customers and your story. Please help by answering the following questions.

## About your Business

**1. What is your business about?**

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**2. What problem do you solve for your customers?**

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**3. Who are your 3 main competitors (direct or indirect)? What do you like about their presence? What do you dislike about their visual identity?**

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**4. What sets you apart from your competitors? Why should your prospects but from you or engage with you?**

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**5. Is there a unique story behind your business or business name or logo?**

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**6. Please share 5 adjective or words that best describe your company**

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### **About the Project**

**7. What are the Deliverables for your visual identity? (logo, business Card, website, letterhead, etc)**

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**8. Does any of your current material need to be updated to match the new visual identity?**

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**9. Who are the decision makers on this project? What is the turnaround time for making a decision?**

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### **About your Customers**

**10. Please describe your ideal customer.**

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**11. What is the primary message you want to convey to your customers?**

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**12. Share 5 adjectives or words that best describe your ideal customer**

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**13. Do you have any market research about your ideal client or your product/business that you can share?**

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### **About the Identity**

**14. Do you have specific guidelines do's and don'ts about the colors and other elements of visual identity?**

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**15. Please share 3 links of brands/logos whose visual identity inspires you. What do you like best about them?**

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**16. Please share 3 links of brand/logos you thought were weak. What made you feel that way?**

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**17. Using 5 adjectives or short phrases, describe your brand's desired look and feel.**

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