



## **BRANDING QUESTIONNAIRE**

### **YOUR BIZ**

What is the name of your business?

What was the idea behind the name? Where did it come from?

Does your business have a tagline? If so, what is it?

What product(s) or service(s) does your business offer?

Who are your competitors and how do they position themselves? How do you differ from them?

### **YOUR CUSTOMER/CLIENT**

Who is your target market / demographic?

What problem do you solve for your customers?

### **YOUR MARKETING**

How do people learn about your product or service?

What is the overall message you wish to portray with your brand?

What should people feel when they see or think of your brand?

### **YOUR BRAND**

Please share 3 links of brand whose brand identity inspires you. What do you like best about them?

What are your primary brand colors? What are they used for?

What is your budget?

What timelines are you're looking at for this project?

**Select 5 adjectives that describe your business. Circle or Highlight your answers.**

Absorbing	Delightful	Honorable	Retro
Adorable	Detailed	Impressive	Revolutionary
Adventurous	Dramatic	Industrial	Ritzy
Appealing	Dry	Informal	Romantic
Artistic	Dynamic	Innovative	Royal
Athletic	Earthy	Inspiring	Rustic
Attractive	Eccentric	Intense	Scholarly
Bold	Efficient	Inviting	Secure
Breathtaking	Elegant	Low	Serious
Bright	Elevated	Maintenance	Silly
Business-like	Enchanting	Lively	Sleek
Busy	Endearing	Lush	Smart
Calm	Energetic	Majestic	Soothing
Capable	Ethereal	Modern	Sophisticated
Caring	Excellent	Natural	Stable
Casual	Exciting	Nautical	Stimulating
Charming	Exuberant	Nifty	Striking
Cheerful	Fabulous	Noisy	Strong
Chic	Familiar	No-nonsense	Stunning
Classic	Fancy	Nostalgic	Stylish
Clever	Fantastic	Novel	Swanky
Collaborative	Fashionable	Old	Tasteful
Colorful	Festive	One-of-a-kind	Tranquil
Comfortable	Fierce	Organic	Trustworthy
Conservative	Flirty	Playful	Unconventional
Contemporary	Formal	Pleasant	Unique
Convenient	Fresh	Powerful	Upbeat
Cool	Friendly	Predictable	Urban
Creative	Fun	Professional	Versatile
Custom	Functional	Quaint	Vintage
Cutting Edge	Futuristic	Quirky	Whimsical
Daring	Glamorous	Radiant	Wild
Dashing	Graceful	Rebellious	Witty
Dazzling	Hip	Relaxing	Wistful
Delicate	Historic	Reliable	Youthful

**What are the Deliverables for the brand identity? Circle or Highlight your answers.**

Logo	Banners	Pens
Business Cards	Signage	Magnet
Facebook Cover	Decals	Yard Signs
Instagram Templates	Flyers	Stickers
Twitter Background	Menus	Labels
Postcards	Coasters	Tags
Rack Cards	Tshirts	Phone Cases
Menus	Mugs	Other:
Posters	Bags	