



BRAND DISCOVERY QUESTIONNAIRE

Let's dive into your business, target audience, and brand personality
so we can build a brand identity fit perfectly for you.

YOUR BUSINESS

GENERAL QUESTIONS ABOUT YOUR BUSINESS

What is the name of your business (as it should be displayed on your branding)?

Do you have a slogan? What is your established date?

How did you choose your business name?

What are the full extent of products/services you offer or plan to offer into the future?

Is there a unique story about how your business got started?

What want/need does your business mainly address and why is it important to your audience?

YOUR BUSINESS

GENERAL QUESTIONS ABOUT YOUR BUSINESS

If you could be known for one thing, what would it be?

What would you like to achieve with your brand in terms of business?

What would you like your audience, suppliers and the wider public to say about the way you conduct business?

Who are your 3-5 main competitors? What are they good at and what are they lacking?

How do you see your business growing and/or changing in the next 1, 5, 10 years?

TARGET AUDIENCE

THE PEOPLE YOU'RE TRYING TO REACH

Who is your dream/ideal client? (Get specific: age, occupation, marital status, etc)

What does their lifestyle look like? (hobbies, fitness, finances, social, etc)

What social media or websites are they on most?

How should your audience feel interacting with your brand?

What other brands do you predict your target audience loves and engages with?

VISUALS

EFFECTIVE VISUALS COMMUNICATE YOUR PERSONALITY AND GOALS

Describe how you view your existing visual brand identity (if you have one) and what you like/dislike about it.

List colors you want to consider or colors you would like to stay away from. We can discuss color theory as well.

List out at least 10 visual nouns that could represent your brand well? (grass, heart, initials, home, book, etc)

Are there any other brands whose visuals you find aligned with what you hope for in your brand visuals?

VISUALS

EFFECTIVE VISUALS COMMUNICATE YOUR PERSONALITY AND GOALS

Are there any specific styles or visuals that you dislike want to avoid? (certain colors, stereotypes, etc)

Is there any symbolism or iconography you would specifically like to be present in your logo?

What words describe your vision for your brand look? (Check all that apply)

- | | | |
|---------|-----------|----------|
| ELEGANT | BRIGHT | MINIMAL |
| WARM | LUXURIOUS | BOLD |
| MODERN | NATURAL | FEMININE |
| QUIRKY | FUN | EARTHY |

VISUALS

EFFECTIVE VISUALS COMMUNICATE YOUR PERSONALITY AND GOALS

Select where on the spectrum your brand personality falls for each category.

MUTED	_____	COLORFUL
MODERN	_____	CLASSIC
MASCULINE	_____	FEMININE
SERIOUS	_____	FUN
ELEGANT	_____	QUIRKY
LUXURIOUS	_____	APPROACHABLE
BOLD	_____	CALMING
SIMPLE	_____	INTRICATE
CASUAL	_____	PROFESSIONAL

FINAL NOTES

ANY ADDITIONAL COMMENTS OR QUESTIONS? PLEASE PUT THEM BELOW!

Thank You!

PLEASE EMAIL ME BACK THIS QUESTIONNAIRE
AND WE WILL MOVE FORWARD WITH THE PROCESS