



BRANDING QUESTIONNAIRE

1. What Does Your Business Do?

Tell us about your business:

2. What Will Your Mission Be?

This is usually a sentence or two that explains your company's goals. It should also consist of some information about your business.

3. Who Is Your Target Customer or Audience?

Brands are all about communicating your company's values to clients and customers. Now, think about who you're trying to reach. What's their demographic? What types of services do you think they're looking for when they need your business? What do they want? Remember, different demographics look for different brands and identify with different logos, colors, and even company values.

Customer profiles: Another great way of learning about your clients is by developing customer profiles! Commonly known as user profiles, these documents should be able to tell you everything that you need to know about your target customers — starting from their age down to their purchasing habits.

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4. What's Your Company's Personality?

Brands reflect the company personality and even help encourage new employees to find their fit with the company. Think about the type of personality you want to convey to customers.

5. What Are Your Brand's Values?

Even if you don't think your business has values or core principles, it does. You just need to take a moment to think about it. What do you want your company to stand for? Is it quality? Knowledge? Trendiness? Then think about the methods you'll use to get there. These are your guiding principles and company values. When you communicate them to your customers, you create a unique brand that stands out in their minds.

6. Who Are Your Company's Top Three Competitors?

As mentioned above, understanding your business is important. But what's also important is understanding your market and competitors. Analyze your competitors and know what they are good at, and what they could improve. This will give you valuable insights for your own business as well.

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QUESTIONNAIRE TO:
timm@thefreeman.agency



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7. What is Your Defining Story?

Well, any company has a story that sets them apart. This part can be described as a “brand identity questionnaire” and creating a brand identity. Nowadays, it is rather important for you to reveal a part of your personal journey that led to the appearance of your business. think about your brand’s personality and how you would describe it?

Sharing a unique, inspiring tale about how you put the basis for your company will allow people to connect and identify themselves with what you offer. A great brand story will shape the customer and even promote credibility.

And if you struggle to come up with a story, it is always a great idea to select 5 words that define best what you do. From there on, you can extend to sentences that outline your business story and goals.

8-A. What Are Your Brand Attributes?

There are some other questions you need to ask yourself, when you are doing a questionnaire for brands. These following questions will talk about the essence and identity of your brand.

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8-B. What characteristics do you want your brand to have?

Is your brand:

Simple/Intricate

Fun/Serious

Conservative/Extravagant

Approachable/Authoritative

Professional/Casual

Modern/Classic

Sporty/Elegant

Extreme/Safe

8-C. Other important attribute questions can be:

- Colors that represent your brand. What colors do you not want to use?
- Words to use. What words would you don't use to describe the brand?
- Different attributes and emotions?
- What design do I want my brand logo to be?

The first thing a potential customer will see is the brand logo. So it's very important that the design of your logo represents your brand as well. Do you want a simple or abstract logo? Do you want it to be classic or detailed? Contemporary or complex? Think about the style of the font and what colors you want to use here as well.

9. Email Completed Questionnaire and Schedule a Consultation for Your Brand

A brand is more than just a logo. It's a way to communicate your company's personality and values and make your company more approachable and unique to clients and customers. At Creative, we'll take your answers to our branding questionnaire and get to know your company as well as possible before we help you bring your vision to life.

Schedule a consultation with our experienced team and let us help you establish a clear brand identity that carries across everything your company does.

NAME: _____

COMPANY: _____

EMAIL: _____ **PHONE:** _____

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