

FULL BRANDING QUESTIONNAIRE

Name & Type of Business:

Do You Already Have a Brand Identity?

Yes No

I only have a logo/website

Why Do You Need a New Brand?

Who Designed Your Brand?

What are Your Expectations of Me?

What is Your Desired Timeline?

What is Your (Realistic) Budget?

Briefly Explain What Your Business Does: e.g. products/services.

What is Your Business's Mission Statement?

What are Your Brand Values? e.g. strong customer service, custom experiences for clients, moral code/code of ethics & behavior etc.

What is the Main Issue You Encounter When Marketing Your Business? e.g. brand recognition, conversions, website clicks, social media metrics etc.

Who is Your Main Competition?

What Sets Your Business Apart From the Competition/What Makes Your Business Special?

What is the Benefit of Choosing Your Business Instead of Your Competition?

Have You Had Any PR Problems in the Past? If so Please Explain:

Circle the Vibe Words that Best Represent Your Business: [Note: you do not have to choose in every word pairing, only the pairs that have an applicable word for your business.]

Masculine/Feminine Fun/Serious Common/Luxury

Energetic/Calm Professional/Casual Modern/Vintage

What are Some Adjectives/Key Words You Would Use to Describe Your Business's Personality? e.g. soft, flowery, strong, fiery, intelligent etc.

What Age is Your Target Market?

Infants to Toddlers Children to Pre-teens Teenagers

Young Adults Middle-aged Elderly

What Gender is Your Target Market?

Male Female Non-Conforming

If Your Business Was a Character in Fiction (Briefly) Describe What They Would Look, Act, and Sound Like: e.g. if Too Faced were a person it would be Regina George from Mean Girls.

What Type of Visual Assets do You Want/Need?

- Logo Website Custom Forms Social Media Templates
 Mood Board Merchandise Emails Packaging Design

What Colors/Patterns do You Prefer?

What Colors/Patterns do You NOT Want in Your Branding?

What Types of Fonts do You Prefer?

- Simple/Plain **FUNKY** **ARTSY** **Retro**
 Handwritten Professional *Calligraphy* **GRAFFITI**

Do You Have Any Specific Imagery/Symbols You Want Used in Your Branding?

Have You Worked With a Website Designer Before? If So Explain:

Do You Already Have a Website?

- Yes
- No

Why Are You Needing a New Website?

Are You Wanting a Full Service Website or a Landing Page?

- Full Website
- Landing Page

Services/Apps Needed:

- Meetings/Bookings
- Online Shop
- Online Courses
- Various Integrations
- Online Payments
- Blog
- Social Media
- Email Marketing

What Webhosting Platforms Have you Heard About/Are Familiar With?

What are Some Brands that Inspire You?

Are There Any Businesses that are Visually Similar to What You Want For Your Brand? If so, What Are They?

Do You Have Any Questions or Comments for Me Before We Get Started?

How Did You Hear About Cam Fowler Designs?
