



NEW BRANDING QUESTIONNAIRE

YOUR INFO

Name: _____

Email: _____ Cell Phone: _____

How do you prefer to be contacted? Email Text Phone Call

YOUR BUSINESS INFO

Name of Company/Business: _____

Address of Company/Business: _____ Business is from your home

YOUR BRANDING NEEDS

What does your business do? _____

What is the tagline/slogan of your business? _____

If you had to describe your business in one word, what would it be? _____

Do you have a current logo and branding? Yes No

If yes, what do you like and dislike about it? _____

Where will the logo mainly be used?

Print (business cards, letterhead) Web Clothing Swag (water bottles, pens, etc.)

Check the social media channels you would need the logo to be resized for profile pics and covers:

Facebook Instagram LinkedIn Pinterest TikTok YouTube

TARGET AUDIENCE

Who is your primary target audience? _____

What is the target audience's age group? _____

Are they mainly Male Female Anyone

How do most of your customers find out about your company? _____

Are there any new markets you'd like to break into? If so, what would they be and why? _____

MOOD & COLOURS

Which of these words is a better fit for your brand?

Traditional or Modern || Corporate or Friendly || High End or Cost Effective

Are there colour palettes you like to use and why? _____

Pick the top three you are drawn to and if you prefer the strong or muted version:

Red - energized, passionate, powerful, strong, quick, excitement, love  Strong  Muted

Orange - fun, warmth, passion, confidence, success, bravery, sociable  Strong  Muted

Yellow - joy, sunshine, summer, happiness, creative, warmth  Strong  Muted

Green - health, wellness, nature, renewal, tranquil, quality  Strong  Muted

Blue - calm, tranquil, stable, loyal, dependable, competent  Strong  Muted

Purple - imaginative, creative, nobility, wisdom, ambition, luxury  Strong  Muted

Black - mystery and sophistication  Strong  Muted

White - cleanliness and purity (combined with black create balance)  Strong  Muted

EXTRA INFO TO HELP ME BUILD YOUR BRAND

What are your three favourite logos and why?

1. _____ Why? _____

2. _____ Why? _____

3. _____ Why? _____

What is your budget for the logo? \$ _____ When would you like it completed? _____

Please save this form to your computer and then click the Submit Form Button