Branding Questionnaire

CLIENT BRANDING PACKET

General Information

Contact Data

Name :

Address :

Phone :

Email :

Company Profile

Name :

Legal Form :

Employees :

PRODUCT AND COMPANY MISSION

Product and Services

What products or services do you offer?

Unique Selling Point

What are your unique selling points?

Mission Statement

What are the guiding principles of your company?

YOUR BUSINESS & TARGET AUDIENCE

Please tell us about your business. (Mission Statement, Vision, Values...etc.)

_____

Feel free to describe in more detail. (Highly corporate, friendly, professional...etc.)

_____

Who is your target audience? Ex. Female in the US., under 45, young professional, interested in fashion trends, health, wellness; household income of $35k and up; comfortable shopping online.

_____

After your branding is complete, what do you hope to convey to your clients and target audience?

_____

Please list at least two different companies that are an inspiration to your brand.

_____

YOUR COMPETITORS

Who are they? (Please list their website and social accounts)

_____

What makes your company unique and helps you stand out against your competitors?

_____

BRANDING

Do you currently have a brand in place? If so, what do you love about your brand that you would like to keep?

What elements of your current brand do you feel that you have outgrown?

What do you love about your current logo (if you have one)?

Is there a particular style of logo you like?

- Just Font, no symbols
- Font with added meaning
- Monogram
- Font Inside Shape
- Abstract Icon
- Regular Icon
- Silhouette
- Badges & Crests
- Mascot

Website Design Brief

Website Function

Which functionalities should be included in your website?

- ☐ Forum / Blog
- ☐ Online Shop
- ☐ Landing Page
- ☐ Newsletter
- ☐ Slideshow
- ☐ Contact Form
- ☐ Media Streaming
- ☐ Other, ...

Domain & Hosting

What domain name you want to have?

Domain :

Where do you want to host your website?

Hosting :

Logo Integration

In which file format should your logo exist?

☐ .ai   ☐ .psd   ☐ .png   ☐ .jpg   ☐ ....

Font Guidelines

Do you have font guidelines in your company?

- ☐ Yes, ...
- ☐ No , there is no guideline

What type of font do you prefer?

- ☐ Sans Serif   ☐ Serif
- ☐ Other, ...

Audience and Designs Objective

Audience

Who are your target audiences?

Distribution Channel

What are your areas of distribution?

Radius

What are your areas of operation?

☐ Local   ☐ Regional

☐ National   ☐ International

☐ Only Online   ☐ Other, ...

Objective of the website

What purpose(s) should the website accomplish?

☐ Customer Acquisition   ☐ Increase of Sales

☐ Product Presentation   ☐ Other, ...

Website design and redesign

What is the reason to redesign?

Brand
Color

Do you any have color guideline?

☐ Yes, color codes in HEX :

(1)   (3)   (5)

(2)   (4)   (6)

☐

Color
Scheme

☐ Neutrals

☐ Bold

☐ Black and White

☐ Earth Tones

☐ Bright

☐ Dark

General
Look & Feel

Please describe your preferred style for the look and feel of your website:

Additional Notes

If you have further information, please write down here

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