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**BRAND DEVELOPMENT QUESTIONNAIRE**

There are particular questions we like to ask a client before starting the branding process. Ultimately, that ensures good and clear communication. It may seem like a long list but it helps us know what you, our client, need and expect from an impactful brand. It also helps to clarify your own vision in alignment with your business brand. Please take a little while to fill in this questionnaire:

**YOUR BUSINESS**

1. What is the name of your business?
2. Describe in **one sentence** your business or service
3. Who are your main competitors and how do you differ from them?
4. What do you like or dislike about your competitor’s branding?
5. Who are your potential clients?

**YOUR LOGO**

1. Do you have a specific idea in mind for your logo?
2. Do you want to use an existing brand or a specific range of colors?
3. Are there any colors that you dislike using?
4. Do you have a particular font you would like to use – or ones you definitely do not want to use?
5. What logos do you like and why?
6. Does your logo have a tag line?

**THE PRACTICAL BITS!**

1. When do you want your logo to be web/print-ready?
2. What is yourBudget?
3. Would you like any additional design services alongside your new logo?(e.g. business cards, letterheads & other stationery, social media icons/banners, advertising material, etc.)
4. Any other comments?