

salt & earth

BRANDING QUESTIONNAIRE

BUSINESS INFORMATION:

What is the name of your business?

Do you have a slogan, tagline, or motto?

BRAND OVERVIEW:

Describe your business/service/industry.

BRAND PERSONALITY & VISION:

What is your brand personality and tone/voice?

What are your brand vision and values— the beliefs your business stands for?

What is the value proposition of your brand?

COMPETITIVE LANDSCAPE:

Who are your main competitors and what do you like or dislike about their branding?

How are your competitors positioning their brands and what sets you apart from them?

TARGET AUDIENCE:

Who are your potential clients? Describe your ideal marketing persona for each target audience.. Please include the main age range of your target customer base, their general behaviours & LSM

Where are they based? Is location a factor?

BRAND AESTHETICS:

Which brands inspire you?

Do you have examples of logos that you like (please share your moodboard link via email)?

Please explain why you like these brands/logos.

What words should describe your logo?

Do you want to use existing brand colors or a particular range of colors?

Are there any colours or fonts you would like to avoid, and why?

BONUS QUESTIONS:

Describe your ideal first year of business using a 3-month interval timeline or bullet points.

Do you have a timeline for each of your brand's goals?

PROJECT TIMELINE:

What is your time frame for this project?

ADDITIONAL DESIGN SERVICE:

Would you like any additional design services alongside your new logo?

- business cards
- letterhead/stationery
- social media graphics
- marketing material
- web design
- brand patterns
- illustration
- photography

Anything you would like to add that wasn't mentioned in the questionnaire?