

BRAND DISCOVERY QUESTIONNAIRE

The first step in crafting your brand identity logo/website, is really to understand your business, your customers and your story.

Before we get started, please help by answering the following questions.

Juliana Laface
GRAPHIC DESIGNER

First & Last Name: _____

Address: _____

City:_____ **Province:**_____ **Postal Code:** _____

Phone number I can best reach you at: _____

URL of your Pinterest profile: _____

Website URL if you already have one: _____

A. ABOUT YOUR BUSINESS

1. What is your business name? What is the meaning behind the name?

2. What is your business purpose?

Try to sum up the goals + mission of your business in one sentence. Make sure to include who your ideal audience is, what your business has to offer, as well as how they benefit from your service/product.

3. What problem are you solving for your customers?



4. Who are your 3 main competitors (direct or indirect)? What do you like about their presence? What do you dislike about their visual identity?

This allows me to better understand your market + competition. I want to make sure to steer away from a visual identity that is too similar to theirs. You have a unique brand, and I want to make sure we stay true to that.

5. Who is your ideal client/target audience?

Try to get specific! Are they a certain age or demographic? What adjectives describe them? Where do they shop?

6. What about your background or product or service sets you apart from your competitors? Why should your prospects buy from you or engage with you?

7. What makes your business unique? What do your clients love about collaborating with you?

8. What are a few big goals you have for your business? How do you think you will expand in the future?

9. What is your brand identity currently lacking that has caused you to rebrand?

10. Are there any current aspects of your design that you would like to keep?

11. What 5 adjectives or words best describe your brand?

These words will cultivate the emotion that people get when interacting with your brand.

12. Why do you want a new logo + branding?

What do you want your new branding to accomplish?

B. ABOUT YOUR CUSTOMERS

13. Describe your ideal customer?

14. What is the primary message do want to convey to your customers?

15. Share 5 adjective or words that best describe your ideal customer.

16. Do you have any market research about your ideal client or your product/business that you can share with me?

C. ABOUT THE PROJECT

17. What are the deliverables for the visual identity?

18. Does any of your current material need to be updated to match the new visual identity? If so, what branding pieces need to be updated?

19. Who are the decision makers on this project? What is the turnaround time for making a decision?

20. What timelines are you're looking at for this project?

21. What is your budget?

D. ABOUT THE IDENTITY

22. Where will your logo primarily be used? Print, web, merchandise?

If for web, for example, a horizontal logo works best.

23. How do you prefer your logo be worded or written out?

ex: Happily Pink (Design Studio underneath) vs. TheHappilyPink

24. Do you have a tagline? If so, would you like it stated alongside your logo?

25. Do you have specific guidelines do's and don'ts about the colors and other elements of visual identity?

26. Do you have any color preferences, or existing brand colors that need to remain?

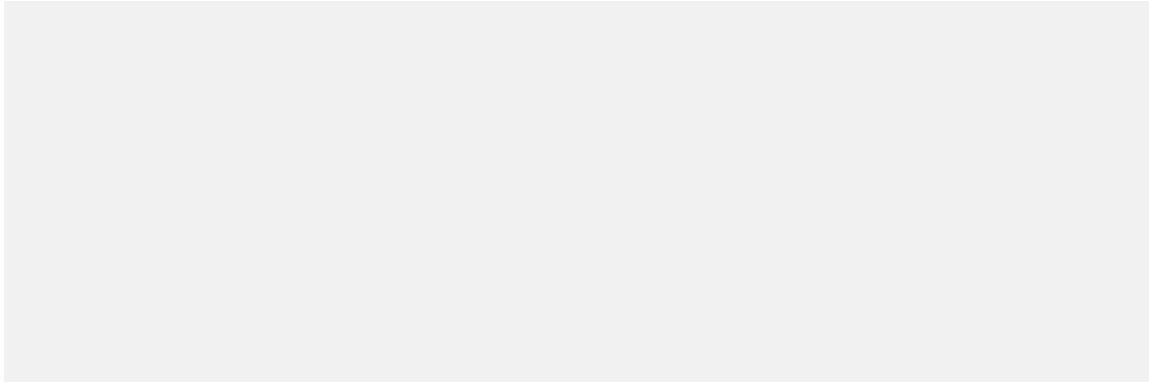
27. Do you have any colors you want to steer away from?

28. Do you have a preference on font choice?

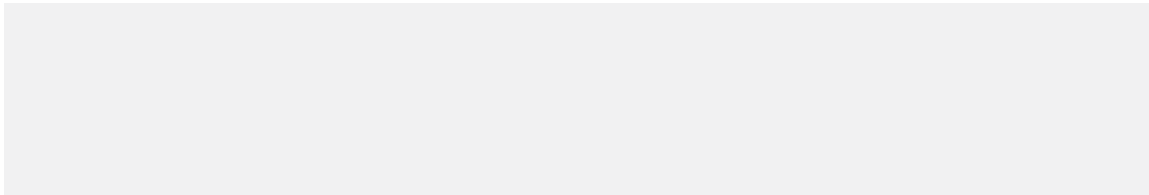
(ex: script, bold, light, hand drawn, etc.)

29. What 3 brands do you love, and why? (Please provide links to each brand, or a link to a Pinterest Mood Board if you have a collection of brands you love)

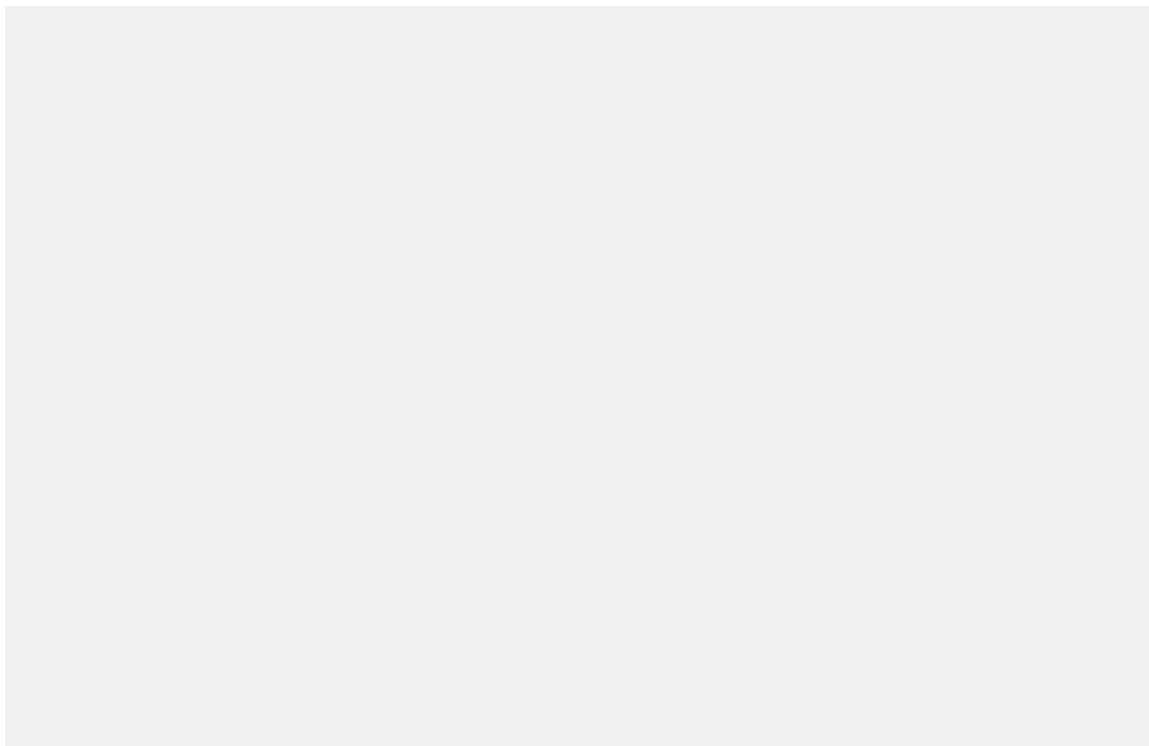
Are they fun + whimsical, clean + professional, or sophisticated? Think in terms of your business, not just brands that you personally love. We need to make sure that your new visual identity best represents your business, and not just your personal style — although sometimes these are one in the same!

A large, empty rectangular box with a light gray background, intended for the user to provide answers to question 29.

30. Please share 3 brands/logos that you thought were weak, and what made you feel that way.

A large, empty rectangular box with a light gray background, intended for the user to provide answers to question 30.

31. Any additional details or creative considerations? I want to ensure we are on the same page throughout this collaborative process!

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WEBSITE QUESTIONNAIRE

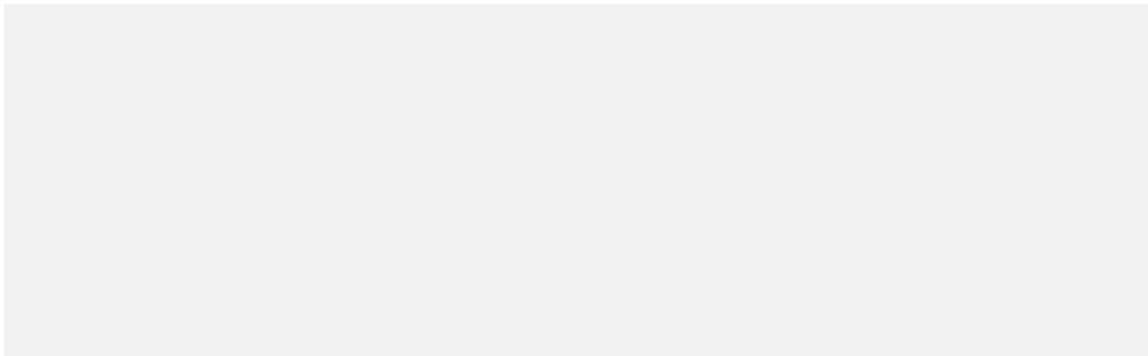
Juliana Laface
GRAPHIC DESIGNER

E. WEBSITE DISCOVERY

32. Please select where you are going to use your brand identity?

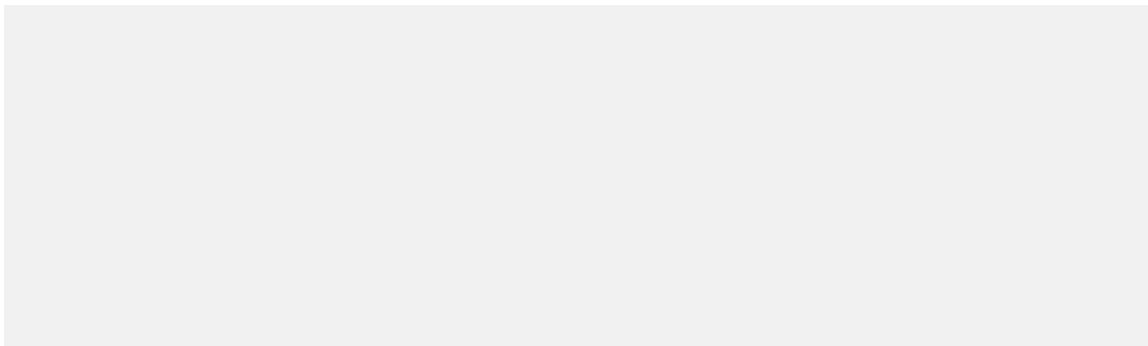
- ☐ Web
- ☐ Print
- ☐ Billboards
- ☐ Shop signage
- ☐ TV ads
- ☐ Mobile Apps

33. Please list the pages that you would like on your website:

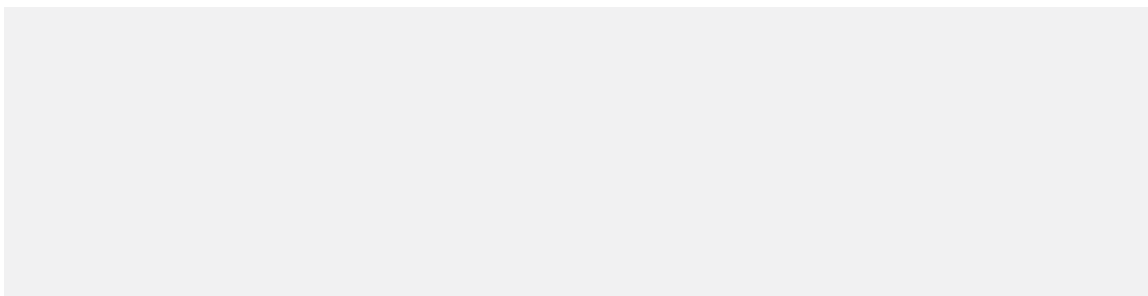
A large, empty rectangular box with a light gray background, intended for the user to list website pages.

34. If I sent you website templates to review, what do you like about them?

Ex. Do you like how the pages transition or that all the information is on one page? Do you like the layout? Do you like the colors? This section is just for me to get a feel of your likes and dislikes.

A large, empty rectangular box with a light gray background, intended for the user to describe what they like about website templates.

35. What do you dislike about them?

A large, empty rectangular box with a light gray background, intended for the user to describe what they dislike about website templates.

36. What is the first, second, and third thing you want your website visitors to do when they land on your website?

37. List 3 website designs that you love and tell me why.

38. If you have a shop, what are your categories?

39. If you have a blog, will it be located on your home page or on a blog page?

40. Choose the elements that you'd like on your homepage?

- ☐ Banner image
- ☐ Slideshow
- ☐ Paragraph of text
- ☐ Opt-in form
- ☐ Latest work
- ☐ Testimonials
- ☐ Tagline
- ☐ Buttons leading to other pages
- ☐ Latest blog posts
- ☐ Latest from the shop

41. Choose the elements that you want on your website:

- ☐ Instagram feed
- ☐ And integrated video slider
- ☐ Mailing list opt-in form
- ☐ Ecommerce for selling things
- ☐ A book appointment option with scheduling system
- ☐ A calendar of events or for a schedule
- ☐ Videos to play on your site
- ☐ Music to play on your site
- ☐ Social media accounts attached
- ☐ A blog page
- ☐ Customer testimonials
- ☐ A pop-up for people to like your Facebook page
- ☐ Other: please specify

42. If you have social media profiles, please provide the appropriate URL's and names to them:

Ex. linkedIn, facebook, instagram, twitter profiles

43. Are there any symbols related to your brand that you want added to your website?

Ex: if you were a yoga studio and the symbol of a lotus flower represented something to you and your business.

44. Are there any other features you'd like to see on your website?