

# Brand Questionnaire

Please fill in fully to clarify your goals, business, and target market.

Your business name?

Business tagline?

What specific design items do you require right now?

How would you describe your services and/or products?

Do you have a specific budget & schedule for this project?

Who is your target market? Who are you trying to appeal to with what you do?  
Please be as specific as possible.

Who are your competitors?

How are you different from your competitors?

# Brand Questionnaire



Do you have any specific imagery in mind? ie. flowers, arrows etc.

Do you have any colour preferences, or existing brand colors?

Are there any colours that you do not wish to use?

What feeling or message do you want your brand to convey to those who view it?

List at least 3 logos & websites that appeal to you and why

Do you have any additional thoughts, comments or things you really want to request regarding your design?