

questionnaire form

We create the
brand that
you want ➤



your profile

Within this document we aim to as much information from you as possible. We aim to understand, inspire and ultimately improve your company and with your help we can achieve this together...

Please provide us with the following details:

company name:

contact name:

job title:

telephone:

email:

date:

the nature of your business:

your **profile**

In order for us to know exactly how to brand your company, we need to decipher its positioning, personality and what differentiates your company from similar organizations.....

Please use the following exercises to explain to us exactly where your company fits into the market, what your audience is and how they relate to your service. Indicate on the scale below where you feel your company is best positioned.

Indicate on the scale below where you feel your company is best positioned.

Do you perceive your brand as:

amateur

world class

fun

serious

conservative

innovative

traditional

experimental

affordable

luxury

local

central

predictable

unpredictable

**business to
business**

**business to
consumer**

your profile

We also need to understand who it is you are targeting, what they feel when they relate to your company and whether that is the image you want to promote...

The next section is dedicated to helping us determine the attributes that you feel are needed to best represent your company. If you think about your target audience, what kind of person would they be? what would their personality be like? and what would be their outlook?

By taking part in this exercise, we can evaluate the approach you have to your clients/customers and nail down who your specific audience is...

Please tick the option that you feel best describes your audience:

male

female

urban

suburban

single

family

enthusiastic

reserved

serious

lighthearted

young

mature

adventurous

conservative

unconventional

conventional

fashionable

timeless

traditional

modern

your profile

Please answer the following questions best you can:

what's your specific industry sector?

do you have a niche market?

what are your USP's? (Unique Selling Points)

who's your competition?

who are your primary audience?

**why do you think that your existing clients/
customers buy your product or use your service?**

Now that we have gathered all your company details and asked you to provide us with your overview, we would like to determine what you aim to achieve through using our expertise...

Defining your brand comes from defining you and your company. By working out what you want to achieve we can work with you to reach your goal.

In this section we shall consider topics such as what you wish to gain from a re-brand and how you want to appear to the potential market that is out there for you to attract...

Please answer the following best you can:

what is it you are trying to achieve through using a marketing strategy...

with regards to percentage, what financial gains are you looking to achieve?

do you have a specific direction that you wish to take?

do you have any specific marketing media types in mind?

additional notes:

A brand will make a promise to the person who interacts with it, therefore it lives or dies on whether that promise is fulfilled or not...

A strong long-lasting brand is one that remains consistent over a long period. People will choose a specific brand and stay loyal to it because they know what they are going to get when they choose it. It has made them a “promise” and as a result it has earned their trust. Once a brand has gained people’s trust, providing it keeps its promise, it can diversify and grow with industry change and people will remain loyal to it.

The important thing to remember when making a promise through your brand, is that you project your promise from your audience’s point-of-view and not your own!

Once this has been considered and determined you can start thinking about how you need to present your company and what your brand should look like, what it should say and who it should primarily target...

additional notes:

Everything you say through your brand must communicate the attributes that form the make-up of the brand itself...

With this in mind we will now ask you to provide us with relevant information regarding your company's appearance. By asking the following questions and receiving your feedback we can evaluate what your thoughts, feelings and ideas are on how your brand looks. Then we can compare this data to that of your competitors and decide what is the best direction to follow and how to give you the edge over anyone else in direct competition with you and your business...

The following items below are important aspects of communicating your brand to the world. They also form key fundamentals to help us brand your company. We ask you whether you have any ideas, inspiration with regards to:

**typefaces
(bold, serif, san serif etc.)**

**colors
(what promotes the correct feeling and relates best to the service you offer)**

**tone of voice
(confidence, wit, authority, elegance, modern, trendy, corporate, comical etc.)**

**strapline
(a competent strap line should sum up the brand in a short quirky statement)**

**references
(in your industry sector, are there any examples of competitor's design that you like?)**

We have your ideas and feelings towards a new brand identity...

Now we need to drill down to the necessary requirements that are in place currently.

We understand that company brands are not always straightforward and that they cannot just be changed to the way a designer believes is the best outcome. Some brands have very strict brand guidelines to adhere to, whilst some are flexible to how they can be used and appear. It is with this in mind that we ask you to inform us now of any rules, regulations or layout orientations that your brand has to comply with...

Please elaborate on the following as best as possible (supplying examples if necessary to the request, i.e. logos, color references):

do you have a set of brand guidelines?

does your logo / brand use specific corporate colors?

do you have any sketches relating to your new logo requirements?

does your logo require other elements, such as a strap line, every time it used?

Thank you for taking part in our briefing process and providing us with your thoughts, feelings and requirements...

We hope that we have accomplished two things within this exercise, firstly, that we have helped you to understand the make-up of a successful brand and secondly, that we have obtained enough information from you to create the best possible brand for you and your company.

The next step to expanding upon your brand is what else you require to support, enhance and strengthen your company both to your target audience and your competitors in the industry.

We have supplied a checklist below for you to inform us of any further design requirements that you may wish to consider:

business stationery

direct mail piece

advertising campaign

company brochure

website

image search

photography

other media

If there is anything that you feel is relevant to this brief that hasn't been covered, or you would like to elaborate further on any of your answers then please use this section...