Holly Block Creative

Branding Qu­estionnaire

PART 1 / YOUR BUSINESS

1. Your name: Business name:
2. What, if any, is the meaning behind your business’s name?
3. What is your business’s purpose?
4. Do you have a mission statement? (If so, what is it?)
5. Who is your target audience? (be as specific as possible; age, demographic, what do they do, where do they shop, etc.)
6. Who are your competitors?
7. What sets you apart from those competitors?
8. Please list **3-5** adjectives that describe your brand.
9. What do you hope your new branding will accomplish?
10. What are some of your most prominent business goals for the immediate and distant future?

Part II / YOUR BRANDING

1. Do you currently have a logo and / or branding? If so, please upload any files that show them.
   1. What elements of your current logo or brand do you want to keep, if any?
   2. What about it don’t you like, or want to move way from?
2. Where will your logo be used? (print, web, merchandise, etc.)
3. What is the exact wording of your business name that will be in the logo?
4. Do you have a tagline? Will it be part of the logo (or a version of the logo)?
5. Do you have preferences for colors used in your branding? Any colors to avoid?
6. Please list a few brands you admire, and specifically what you like about their branding.
7. What range do you hope to pay for new branding? This can be a lowest-highest range, your exact budget amount, or your max. \*\*This question helps ballpark a set of assets that best match your budget and needs. If you genuinely don’t know, leave blank. A final amount that’s fair to both parties will be agreed upon before any work commences.
8. Any additional comments: