

BRAND DESIGN QUESTIONNAIRE

6. If your brand had human personality traits what would they be?

7. Describe the value your main product or service adds to your clients or readers.

8. Describe your ideal client/reader?

9. Who are your competitors? How do you differ from them?

DESIGN PREFERENCES

10. What terms do you envision fitting your brand style?

11. What design elements do you prefer?

12. What are your favorite colors? Include examples of sites and branding that you liked how color was used.

13. List examples where you've seen fonts + typography that you liked. Be specific.

14. Website Functionality: Please describe the functionality you are seeking in your site. If you would like a portfolio or e-commerce site, please specify. Provide examples of sites you would like to emulate.

VISUAL IDENTITY NEEDS

Check all that apply to you.

BLOG DESIGN + DEVELOPMENT

BLOG POST + SOCIAL MEDIA TEMPLATES

BUSINESS CARDS

GUIDES, EBOOKS OR WORKSHEETS

NOTECARDS

EMAIL NEWSLETTER TEMPLATES

MEDIA KIT

SOCIAL MEDIA PROFILE GRAPHICS