

Client Branding Questionnaire



Let's Get Started...

Successful collaboration begins with information exchange to get the juices flowing. Tell me about your branding needs, goals, aspirations, and ideas. Please answer the following questions in the space provided, then save and send as an email attachment to ginaobriencreative@gmail.com. Please include website links, samples, or images that will help illustrate your story.

1. Company Name & Tagline

What is the Name of your company, and if you have acquired a domain name. Please also include your tagline.

2. Message & Target Audience

What is your 30-second "elevator pitch?" Who do you want to reach? Why should they choose you?

3. Inspiration

What brands and websites inspire you? What brands and websites do you NOT like? Please provide names and website links.

4. Competition

Who are your primary competitors that share your market and audience?

Identity/Logo Questions

5. What specific concepts, ideas, or strategies do you have in mind for the logo?

If you already have something in mind, I want to take it into consideration so all of your expectations will be met.

6. What adjectives should describe the logo?

(Such as clean, corporate, technical, playful, masculine, classic, elegant, colorful, etc). The style preference helps in assessing what design direction to follow.

7. Colors & target audience

Please specify any colors that you believe will resonate well with your target audience and brand goals. Focus on your target audience, not your personal favorite colors. Also include any current or legacy brand color requirements that we need to be aware of. Include images/samples if possible.

8. Colors to avoid

Please specify colors that should be avoided, if any. Again, these are not your personal least favorite colors, include only colors that you feel strongly will clash negatively with your target audience.

9. Timeline Requirements

Please specify any timeline or launch date preferences you may have for this project(s).

10. Any additional Comments: