

CLIENT QUESTIONNAIRE

I'm thrilled to help you create a brand identity for your company! In order to create a long-lasting mark for you, I'll first need to know a few things about you and your business. Please take as much time as necessary to answer the following questions. The more detailed your answers, the better I can fulfill your branding needs. If you're not sure about some of the answers or they don't apply to you, that's ok! We'll address those in a follow-up conversation. If you have additional details or creative considerations, please share— I want to ensure we're on the same page throughout the creative process.

Client Profile

01. What is your company name? What is the meaning behind the name?
02. What is your business purpose? Try to sum up your goals and mission of your business in one sentence. Make sure to include who your ideal audience is, what your business has to offer, as well as how they benefit from your service/product.
03. Why do you want a new logo and branding? What do you want your new branding to accomplish?

Market Position

01. What makes your business unique?
02. What do your clients love about collaborating with you?
03. Who are your competitors? This allows me to better understand your market and competition. We want to make sure to steer away from a visual identity that's too similar to others. You have a unique brand and we want to make sure we stay true to that.

Communication

01. Where will your logo be primarily used? Print, web, merchandise, etc?
02. How do you prefer your logo be worded or written out? ie: "Anura37" is written out as one word.
03. Do you have a tagline? N Y If yes, is it necessary to be included in the logo?

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The Visuals

01. Do you have any color preferences, or existing brand colors that need to remain? N Y if yes, please explain

02. Do you have any typography preferences? ie: Script, bold, italic, custom, etc. N Y if yes, please explain

03. List any colors you want to steer away from:

Demographics

01. Who's your current client? Try to get specific about age, income, lifestyle, and gender. What adjectives describe them?

02. Who's your ideal client? Try to get specific about age, income, lifestyle, and gender. What adjectives describe them?

03. What is your client/target market's most basic problem that you have a solution for?

Objectives

01. What are a few goals you have for your business? How do you think you'll expand in the future?

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02. What do you want to achieve? Make the objectives specific and the results measurable.

Next Steps

After I review your answers, I'll writeup a creative brief/summary and project contract for you to look over and approve. A deposit of 50% of the total cost is due up front and the remainder at project completion.

SUBMIT