

BRANDING AND LOGO

Questionnaire



BRAND VALUES

1. **Mission/Passion:** Explains your passion your fire your WHY. Your business goals.

.....

2. **Product/Services:** This is like your passion statement, only more specific to your offerings.

Example "I specialise in working with entrepreneurial women in business to help them feel empowered and breakthrough business blocks from soul level to grounding and anchoring so that you can own and embody your brand."

.....

3. **Outcome product/service:** Does it save your customers money? Does it help them increase ROI? Think about how exactly you're helping your target audience.

.....

4. **Five words that reflect your brand:** Think about your brand's personality. How would you describe it?

.....

5. **Value proposition:** How do you solve your customers' problems? This should summarize why someone should buy your product or invest in your services.

.....

6. **What are the long term goals of you and your business?** Take over the world, influencer, just service locally...

.....

7. **Do you have any links to websites or brands you love?**

.....

8. **What's the age range of your target customer base?** Helps in creating an overall feeling and impression of the logo.

.....

SPACE... To draw me something if you need to explain with right brain! ...

9. Do you have a tag line? If so, would you like it stated along side your logo?

10. Do you have any specific imagery in mind for your logo? And can you provide samples of styles you like?

11. Do you have any color preferences, or existing brand colours?

12. Are there any colours your DON'T like?

13. What words best describe your logo, circle?

- | | | |
|----------------------------|------------------------------|------------------|
| Masculine / Feminine | Approachable / Authoritative | Modern / Classic |
| Simple / Intricate | Necessity / Luxury | Sporty / Elegant |
| Grey / Colorful | Fun / Serious | Extreme / Safe |
| Conservative / Extravagant | Professional / Casual | |

14. What feeling or message do you want your logo to convey to those who view it?

15. How would you like the typography to appear? Example: script, bold, light, hand drawn, custom lettering.

16. Finally, are you ready to be seen in the world? Do you feel confident in who you are and what you are here to do? Explain to me your blocks, frustrations and worries, let's see how we can overcome these.