

FREE

Branding Design

Questionnaire

by

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1. Company Overview

What is your company's mission and core values?

What products or services do you offer?

Who is your target audience or ideal customer?

What challenges does your brand currently face?

2. Target Audience & Messaging

Who are your primary customers?

What's your target audience age?

18-24

25-34

35-44

45-54

55+

What's your target audience interests?

- Technology Fashion Health & Wellness Finance Travel

Other (please specify)

What's your target audience behaviour?

- Online shoppers Local customers B2B clients Subscription-based

Other (please specify)

What problems does your brand solve for them?

What key message do you want your audience to take away from your brand?

What tone of voice should your brand have?

- Formal Friendly Authoritative Playful Witty Inspirational

Other (please specify)

What kind of experience do you want customers to have when interacting with your brand?

- Luxury & Exclusivity Fun & Approachable Trustworthy & Professional
 Bold & Attention-Grabbing Minimal & Modern Warm & Nostalgic

Other (please specify)



3. Brand Identity Questions

What three words best describe your brand's personality?

- Trustworthy
- Innovative
- Friendly
- Sophisticated
- Fun
- Professional
- Creative
- Eco-friendly
- Bold, Playful
- Other (please specify)

How should your brand make people feel?

4. Visual Identity

Do you have an existing brand style guide?

Are there any colors, fonts, or visual elements you want to use or avoid?

Do you have an existing logo, or do you need a new one?



What type of logo do you prefer? (Options: Text only, Text & Graphic, Graphic only)

Should the logo include any specific symbols or imagery?

Which styles resonate with your brand?

- Minimalist Bold Retro Abstract Hand-drawn

Other (please specify)

Which colors do you want to be associated with your brand?

(Please list specific colors or provide hex codes if available)

Are there any colors to avoid?

What font styles do you prefer?

- Modern Traditional Playful Elegant

Other (please specify)

Which visual style do you prefer?

- Photography Illustrations Abstract visuals

Other (please specify)



Are there any specific themes or aesthetics you'd like to incorporate?

5. Questions About the Competition

Who are your main competitors?

What makes your brand stand out from competitors?

Are there brands outside your industry that inspire you?

6. Marketing & Communication

Where will your brand be used? (Select all that apply)

- Website Social Media Packaging Merchandise
- Print Materials (Business cards, brochures, posters, etc.) Signage & Physical Spaces Apps & Digital Platforms
- Other (please specify)



Are there any messaging styles you'd like to try?

Are there any design constraints or accessibility considerations?