

Branding Questionnaire

Thank you for your interest in working together! In order to provide you with an accurate quote, I'm going to collect some information about your business, your audience, and this particular project.

About your business

Tell me a little about the main turning points in the history of your business

Could you share your mission?

Who are your main competitors? (If they have websites, please include URLs.)

And to finish this section, what sets your business apart from the competition?

About your brand

What are you branding?

- ☐ Company
- ☐ Product
- ☐ Service

What's your brand name?

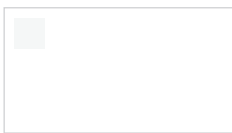
And where can I find your website, if you have one?

http://

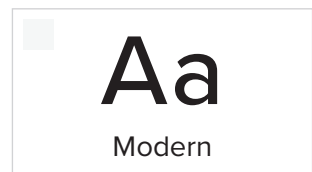
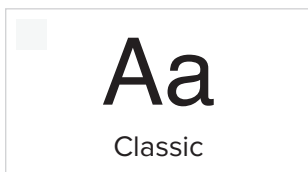
If your brand were a person, which of the following word groups would best describe them?

- ☐ **Sincere:** down to earth, honest, wholesome, cheerful
- ☐ **Exciting:** daring, spirited, contemporary, imaginative
- ☐ **Competent:** reliable, intelligent, successful
- ☐ **Sophisticated:** classy, glamorous, charming, smooth

Which of these colors do you feel best represents your brand?



Last question in this section. If you had to choose one of these fonts for your brand, which would you choose?



About your target market

How old is your target demographic?

- | | | |
|--|-----------------------------------|--|
| <input type="checkbox"/> 17 or younger | <input type="checkbox"/> 45 to 54 | <input type="checkbox"/> 75 to 84 |
| <input type="checkbox"/> 18 to 24 | <input type="checkbox"/> 55 to 64 | <input type="checkbox"/> 85 or older |
| <input type="checkbox"/> 25 to 34 | <input type="checkbox"/> 65 to 74 | <input type="checkbox"/> Don't know or N/A |
| <input type="checkbox"/> 35 to 44 | | |

And what's their average household income over 12 months?

- | | | |
|---|---|--|
| <input type="checkbox"/> Less than \$10,000 | <input type="checkbox"/> \$35,000-\$50,000 | <input type="checkbox"/> \$100,000-\$150,000 |
| <input type="checkbox"/> \$10,000-\$25,000 | <input type="checkbox"/> \$50,000-\$75,000 | <input type="checkbox"/> More than \$150,000 |
| <input type="checkbox"/> \$25,000-\$35,000 | <input type="checkbox"/> \$75,000-\$100,000 | <input type="checkbox"/> Don't know or N/A |

How do they find and learn about your brand? (Choose as many as you like.)

- | | | |
|---------------------------------------|--|---------------------------------|
| <input type="checkbox"/> Store | <input type="checkbox"/> Ratings & Reviews | <input type="checkbox"/> Emails |
| <input type="checkbox"/> Website | <input type="checkbox"/> Advertising | <input type="checkbox"/> Events |
| <input type="checkbox"/> Social Media | | |

To finish this section, is there anything else you can tell me about your customers?

About this particular project

What's your budget for this project?

- ☐ \$2,000 or less
- ☐ \$2,000 - \$3,000
- ☐ \$3,000 or more

Are you interested in any additional services?

- ☐ Website Design
- ☐ Website Maintenance
- ☐ Graphic Design
- ☐ Copywriting

Do you have a deadline in mind?



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