The Branding Questionnaire

The branding questionnaire is a crucial step in the branding process. It allows designers to get to the core of their client's business and brand goals.

Here you will find a sample of questions to include in your branding questionnaire. These questions are also helpful for any business owner to better understand their brand, target audience and goals.

1. What is the name of your business and what does it do?

2. What is the meaning or story behind your business name?

3. Do you have a tagline or slogan? If so, would you like it included in your logo?

4. What is your mission statement?

5. You have 15 seconds to sell someone on your product or service. What would you say?

6. What are your main goals for your brand?

7. What are some big goals for your business? How do you think you will expand in the future?

8. Describe your target audience and ideal customer. What is their age, demographic etc…?

9. What problem are you solving for your ideal customers?

10. List 5 words that describe your company.

11. List 5 adjectives that describe what you would like your brand to look like from your customer's point of view.

12. Who are your main competitors?

13. What makes your business unique? What sets your business a part from your competitors? .

14. Name 3 brands whose brand identity/design inspires you. What is it about their look are you attracted to?

15. Outline your client experience from start to finish. (This gives me an idea of how your brand is seen at every point of contact.)

16. Where will your logo primarily be used? Web, print, on merchandise?

17. How would you like your logo to be written out? (Example: Scout Coffee Co. vs. Scout Coffee Company)

18. Do you have a color preference for your brand? What colors do you love and what do you hate?

19. Do you have a preference on typography? (Serif, sans serif, script, handwritten, bold, light, etc…)

20. Are there any specific elements/icons you'd like to see in your logo? (Example: a flower)