

## Brand Questionnaire

If you are interested in getting a proposal for a logo / brand identity, please fill out the form below. I know it is a long form, however filling this out allows me to better understand your needs. Help me, help you.

### Contact Details

Name

Email

Website

Country

### Project Details

Is this a new project or a rebrand?

When do you need this completed by?

How much are you planning to invest for the project? (\$USD)

Design isn't a commodity, meaning that you will get different costs from every designer you speak to. I personally listen to your specific needs first, and then put together a customised proposal based on these needs. With this said, please provide a rough idea of what you're willing to invest, keeping in mind that the more you can invest, the more I can invest in your project.

Will you be requiring a stationery design package?

The stationery package will include your letterhead, envelope & business cards. Please note, this is additional to the budget selected above.

Do you need a tag line created?

If you need a tagline, I can collaborate with you to come up with a suitable, on target, tag line.

Do you need assistance coming up with a company name?

Were you after any other design or consulting services? If you have any other comments, please also list them here.

## Business Details

What product(s) or service(s) does your business offer?

Tell me all about what your business does and why it is running. Please also provide general information about your business such as how many employees you have, your location, years in business, etc.

Who is your target market / demographic?

How do people learn about your product or service?

Who are your competitors and how do they position themselves? How do you differ from them?  
Provide links and descriptions of your competitors and explain how they are different from your own.

## Brand Details

What is the exact wording you would like to appear in the logo? eg. McDonalds

If you do not have a company name yet, leave this blank.

What was the idea behind the name? Where did it come from?

What is the overall message you wish to portray with your brand? What should people feel when they see or think of your brand?

Summarise your above answer into 5 descriptive keywords. eg. masculine, brave, bold, modern, etc.

Where will your logo be used and seen?

What are your personal preferences?

Please list any logos you like here (provide links), as well as outline any colours you would like to explore or avoid. If you have any specific icons / symbols / images that you would like to associate with your brand, please also list them here.

What are your colour preferences?

How did you find out about me and my services? What are the primary reasons you chose to contact me for this project?



Thank you for taking the time to complete this questionnaire and considering my services. I hope we can work together to create a beautiful design identity.