

THE ULTIMATE

Branding Design

Questionnaire

by  **htmlBurger**®

Company Overview

What are the core mission and values of your company?

Can you describe your company's history and how it came into existence?

Who is your target audience or ideal customer?

Brand Identity

What words or emotions do you want people to associate with your brand?

- | | | | |
|--|---------------------------------------|---------------------------------------|-----------------------------------|
| <input type="checkbox"/> Trustworthy | <input type="checkbox"/> Innovative | <input type="checkbox"/> Reliable | <input type="checkbox"/> Friendly |
| <input type="checkbox"/> Sophisticated | <input type="checkbox"/> Fun | <input type="checkbox"/> Professional | <input type="checkbox"/> Creative |
| <input type="checkbox"/> Eco-friendly | <input type="checkbox"/> Cutting-edge | <input type="checkbox"/> Trustworthy | |

Other/s

How would you describe your brand's personality?

- | | | | |
|--|----------------------------------|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Authoritative | <input type="checkbox"/> Playful | <input type="checkbox"/> Serious | <input type="checkbox"/> Adventurous |
| <input type="checkbox"/> Caring | <input type="checkbox"/> Edgy | <input type="checkbox"/> Traditional | <input type="checkbox"/> Optimistic |
| <input type="checkbox"/> Bold | <input type="checkbox"/> Quirky | | |

Other/s

Competitive Analysis

Who are your main competitors, and what sets your brand apart from them?

Are there any industry trends or market changes affecting your brand?

Target Audience & Buyer Personas

What demographic(s) does your product/service cater to?

What are the pain points or needs of your target audience?

Can you describe your ideal customer in detail?

Brand Messaging

What is the primary message you want to convey through your brand?

How do you want your audience to perceive your brand's message?

What tone and language best represent your brand's voice?

- | | | | |
|--|---|---|--|
| <input type="checkbox"/> Formal and Professional | <input type="checkbox"/> Conversational and Friendly | <input type="checkbox"/> Authoritative and Direct | <input type="checkbox"/> Playful and Witty |
| <input type="checkbox"/> Informative and Educational | <input type="checkbox"/> Inspirational and Motivational | <input type="checkbox"/> Casual and Relatable | <input type="checkbox"/> Empathetic and Supportive |
| <input type="checkbox"/> Technical and Specific | <input type="checkbox"/> Sophisticated and Refined | | |

Other/s

Visual Identity

Do you have any existing brand elements (logos, imagery, etc.) that need to be incorporated?

Are there specific design styles or aesthetics that resonate with your brand?

Would you like us to develop brand elements (such as logos, color palettes, typography, etc.) from scratch to establish a distinctive visual identity for your brand?

Yes No

Please proceed with this section of the questionnaire if this is the case:

Logo Design

What values or messages do you want your logo to convey?

Are there any specific symbols, icons, or imagery you envision in your logo?

Do you prefer a wordmark, lettermark, emblem, or abstract logo?

Color Palette

Are there any specific colors or shades that you associate with your brand?

What emotions or feelings do you want the chosen colors to evoke?

Are there any color preferences to avoid?

Typography & Fonts

Do you have any preferences regarding typography or font styles?

Should the typography reflect a formal, casual, modern, or traditional feel?

Are there any specific fonts or font families you prefer?

Imagery & Visual Elements

Are there any particular images or visual elements that should be incorporated into the brand design?

What style of imagery resonates with your brand (illustrative, photography, abstract, etc.)?

Should the visual elements convey a specific message or theme?

Usage & Adaptability

How do you plan to use the visual elements across various mediums (print, web, merchandise, etc.)?

Do you have any specifications regarding the scalability or adaptability of the design?

Are there any specific guidelines or restrictions for the use of visual elements?

Competitor Analysis on Visuals

Are there any visual elements from competitors that you find appealing or wish to avoid?

What do you think sets successful brands' visual identities apart in your industry?

Brand Mood & Style

How would you describe the overall mood or style you want the visual identity to portray?

Are there any themes or aesthetics that align with your brand's values and personality?

Marketing & Communication Channels

What marketing channels do you currently utilize?

- Social Media (Specify: Facebook, Instagram, Twitter, LinkedIn, etc.)
- Email Marketing
- Google Ads
- Content Marketing/ Blogging
- Print Advertising
- Influencer Marketing
- Video Marketing (YouTube, TikTok)
- Podcast Advertising
- Affiliate Marketing
- Event Sponsorship

Other/s

How do you communicate with your audience, and what platforms do you use?

- Social Media (Specify: Facebook, Instagram, Twitter, LinkedIn, etc.)
- Email Newsletters
- Website Blog/Content
- Live Chat Support
- Forums/Community Platforms
- Telephone/Hotline
- In-person Events/Workshops
- Webinars/Online Courses
- SMS/Text Messaging
- App Notifications
- Other/s

Brand Experience

How do you want customers to feel when interacting with your brand?

- Empowered
- Valued
- Inspired
- Connected
- Delighted
- Confident
- Engaged
- Respected
- Excited
- Satisfied
- Other/s

What kind of experience do you aim to provide at different touchpoints (website, customer service, products)?

- Seamless and User-Friendly
- Personalized and Tailored
- Consistent and Reliable
- Responsive and Accessible
- Innovative and Cutting-edge
- Supportive and Helpful
- Efficient and Time-saving
- Engaging and Interactive
- Trustworthy and Secure
- Memorable and Unique
- Other/s