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Branding + Identity Questionnaire

Please answer these brief questions (18 in all) about your company to the best of your knowledge. DBD+A will use your answers to help guide us in the creation of your branding. Some of these questions are more serious, some may seem less so, but they will all help us to create an identity that truly represents your company and reflects your goals to the outside world. When complete, please return this document to DBD+A.

1. Name (as it should appear in logo or logotype):

2. Do you have a tag-line or one-line description of your company/line?

3. Target audience(s) by priority:
 - a.
 - b.
 - c.

4. What do/would your customers like about your company/line?

5. What are the key benefits of your company/line?

6. What makes your company/line unique?

6. Where do you see your company/line in 5 years? As a small but important part of the industry landscape (1) or an established leader whose name is synonymous with the service you provide (5)? 1 2 3 4 5

7. Who is your major competition?

continued

- 7a. What is your opinion of their branding?
8. What are the major strengths of your company/line?
9. What are the potential weaknesses of your company/line?
10. Companies with branding that you strongly like?
11. Companies with branding that you strongly dislike?
12. Any colors that you strongly identify with?
13. Any colors that you strongly dislike?
14. If your brand was a celebrity, who would it be? Clint Eastwood? Jodie Foster? Tom Hanks? Marilyn Monroe? Elvis Presley? Anyone...? Multiple choices?
15. Do you have existing materials that the logo must work with?
16. Where will the logo be used?
17. Any specific imagery or icons that you would like explored?
18. Any additional thoughts, ideas or concerns you have?