



Brand Identity Questionnaire

Below, you'll find a list of questions I find helpful to figure out if we're a good fit to work together. Please be as clear and concise as possible. When you're finished, email your responses to info@thinkpegd.com.

Company Info

Name _____
Web _____
Phone _____
Fax _____

Contact Info

Name _____
Position _____
Phone _____
Email _____

1. Tell me about your business.

How long have you been in business? Staff size? What do you sell/offer? etc.



2. Mission Statement

What does your company do?

3. Vision Statement

Why is your company here?

4. Position Statement

What makes your company unique?



5. Describe what your brand stands for.

List 5 descriptive words. Ex: honest, quirky, adaptable, smart, relevant, etc.

6. Buzzwords: What your brand is?

List 10 adjectives.

7. Buzzwords: What your brand is not?

List 10 adjectives.



8. What are the top 3 measurable goals of your business, in order of importance?

Please be specific.

9. Brand Audience: Who are they?

Please clearly define at least 3 target market profiles.

10. Brand + Audience Feel?

5 words that describe how you want your brand's audience to feel.



11. Who are your key competitors?

List at least 3 names and websites.

12. What differentiates you from your competitors?

Why should your audience choose you over the competition?

13. What is the problem you are trying to solve?

Ex: Do you need a new logo design from scratch, or a visual brand redesign for an entire product line



14. What are the goals you wish to accomplish with this project?

List them here.

15. Is there a unique story behind your business?

Ex: Inspiration for why your company was started or how it received it's name.

16. What is the exact company name that needs to be on the logo?

Ex: Crate Media, LLC; Crate Media: or just Crate.



17. Does your company have a tagline? Would you like it incorporated with the logo?

List the tag line if it applies.

18. Are there any elements you want or don't want to see used in the brand visually? Why?

Ex: Fonts, colors, images, or icons.

19. Is there anything else you want to share about your business and goals?

If there is information that we haven't covered, please share it here.

THANK YOU