

## CONTACT INFO

CLIENT NAME:

BUSINESS NAME:

PHONE NUMBER:

EMAIL ADDRESS:

WHAT IS YOUR MAILING ADDRESS?:

## WHO YOU ARE

CAN YOU GIVE A SHORT SUMMARY OF YOUR BUSINESS?:

WHAT IS THE MEANING OR STORY BEHIND YOUR BUSINESS NAME?:

HOW DID YOU GET INTO YOUR BUSINESS?:

WHAT PAIN POINTS ARE YOU EXPERIENCING IN YOUR BUSINESS RIGHT NOW?:

WHERE DO YOU SEE YOUR BUSINESS IN 1 YEAR? 3 YEARS? 5 YEARS? *(Dream big!)*

DESCRIBE YOUR BRAND IN ONLY 1 SENTENCE:

DO YOU HAVE A TAGLINE?: *(If so, please provide it below)*

IF YOU HAD TO CHOOSE 3 WORDS TO DESCRIBE YOUR BRAND, WHAT WOULD THEY BE?:

## TARGET AUDIENCE

WHO IS YOUR DREAM CLIENT?: *(Age, gender, values, beliefs, etc. - Get Specific!)*

WHAT DO THEY DO FOR A LIVING? WHAT IS THEIR INCOME LIKE?:

GIVE YOUR DREAM CLIENT A PERSONA. *(For example, what is their name? What kind of house do they live in? How is it decorated? Where do they shop? What do they wear? What brings them joy? What kind of music do they listen to?)*

WHAT PROBLEMS ARE YOUR DREAM CLIENTS FACING?:

WHAT WILL THESE PEOPLE BE DRAWN TO IN YOUR BUSINESS?:

## COMPETITORS

GIVE A FEW EXAMPLES OF OTHER BUSINESSES IN YOUR FIELD. WHAT ARE THEIR STRENGTHS AND WEAKNESSES?:

WHAT SETS YOU APART FROM YOUR COMPETITORS?:

## AESTHETIC PREFERENCES

WHERE WILL YOUR LOGO PRIMARILY BE USED?:

DO YOU HAVE COLOR PREFERENCES FOR YOUR NEW BRANDING? ARE THERE ANY COLORS YOU WANT TO STAY AWAY FROM?:

NAME TWO OR THREE BRANDS THAT YOU LOVE, AND DESCRIBE WHY:

WHAT ARE SOME WEBSITES YOU LOVE? DROP THE URLS HERE:

PLEASE GIVE AT LEAST 3 URLS OF LOGOS OR TYPOGRAPHY THAT YOU BELIEVE **ARE** IN LINE WITH YOUR BRANDS AND DESCRIBE WHY:

PLEASE GIVE AT LEAST 3 URLS OF LOGOS OR TYPOGRAPHY THAT YOU BELIEVE ARE **NOT** IN LINE WITH YOUR BRANDS AESTHETICS AND DESCRIBE WHY:

DO YOU HAVE ANY IMAGERY IDEAS FOR YOUR BRANDING?:

ARE THERE ANY EXISTING ELEMENTS IN YOUR BRAND THAT YOU WANT TO KEEP? IF SO, EXPLAIN WHY:

## ADDITIONAL COMMENTS: