



Brand Discovery Questionnaire

LET'S CREATE WHAT'S NEXT

Client Information

Company/Organization Name: _____

Contact Person:

First Name: _____

Last Name: _____

Title: _____

Email: _____

Phone: _____

Address: _____

Project Overview:

1. Please provide an overview of your company or organization, including the products or services you offer and your target audience or ideal customer.

Current Branding

2. Describe your current branding and brand identity (if you have one). What do you feel is working well, and what would you like to improve or change?

Brand Objectives

3. What are the primary objectives of this project, and what key messages, values, or brand attributes should the new branding communicate?

Brand Goals

4. What are your goals for this project, and what core messages, values, or brand attributes should your new branding communicate?

Competitor Analysis

5. Please list your main competitors and describe what you like, dislike, or would do differently about their branding.

Design Preferences

6. What visual styles do you like? Feel free to share preferred colors, fonts, inspiration, or links to brands and designs you admire.

Additional Information

7. Is there any other information or specific requirements you would like to share for the branding project?

