**BRAND QUESTIONNAIRE**

Thank you for choosing GS Creative Services for your brand design. To create a brand that perfectly represents your company and meets your expectations, please take a few minutes to fill out this questionnaire. Your responses will guide the design process.

If you do not know the answer to a question, leave it blank.

**1. Brand Overview:**

* What are the mission and core values of the *Brand*?
* Can you describe the spirit or personality of the *Brand* in a few words?

**2. Target Audience:**

* Please describe your primary audience. What are some key characteristics of your typical client?
* What do you want your audience to think or feel when seeing your logo and brand?

**3. Design Preferences:**

* Do you want to include any specific colors, fonts, or symbols in the logo and brand?
* Are there any design elements you do not want included in the logo and brand?

**4. Logo Usage:**

* Where will the logo primarily be used? (e.g., digital, print, merchandise)

**5. Competitors and Differentiation:**

* Who are your main competitors?
* What differentiates your brand from these competitors?

**6. Project Details:**

* What is your deadline for the brand?
* Do you have a specific budget range for this project?

**10. Communication Preferences:**

* How would you like to receive updates and provide feedback throughout the project?
* What is the best way to contact you for quick questions or clarifications?

**PRICING**

To align my design efforts with your financial planning, it is crucial to understand the pricing for the branding project.

**A basic branding package typically lands between $1,500 to $5,000.**

(See list below for brand deliverables)

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***GSCS* Price for your brand: $1,500-$5,000**

**More consultation will be involved throughout the design process.**

**GS Creative Services Brand Deliverables**

1. **Logo Design**
   * Main logo in various configurations
   * Alternative logo versions for different uses
   * Scalable vector files (SVG)
   * Raster files (JPEG, PNG)
   * Black/white and monochrome versions
   * Logo usage guidelines
2. **Brand Guidelines Document**
   * Overview of brand identity (mission, vision, values)
   * Detailed color palette (CMYK, RGB, Pantone, HEX codes)
   * Typography specifications
   * Imagery and iconography guidelines
3. **Stationery Suite**
   * Business cards
   * Letterhead design
   * Email signature design.
4. **Digital Assets**
   * Social media graphics and icons
   * Digital advertising templates
   * Presentation templates (e.g., PowerPoint)
5. **Website Design**
   * Wireframes and web design mockups
   * User interface (UI) elements
   * Icons and buttons
   * Responsive design for mobile and tablet
6. **Marketing and Promotional Materials**
   * Brochures and flyers
   * Posters and banners
   * Promotional merchandise designs (e.g., T-shirts, tote bags)
7. **Advertising Materials**
   * Print and digital ad designs
8. **File Handover**
   * All final design files in their native and applicable formats
   * Usage documentation for each file type
9. **Support and Revisions**

* Details on the scope of post-delivery support
* Number of included revisions and conditions for additional work

**Thank you for taking the time to fill out the form. If you have any questions, please write them below:**

A close-up of a signature

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Thank you.

**Contact:**

**Email:** grant@gscreativeservices.com

**Phone:** (810) 580-0126

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