

Your brand's new
look starts here.

Client/Company Name



CLIENT BRAND QUESTIONNAIRE

1. Broadly describe your brand's style/aesthetic. What products & services you offer?

2. What's the future look like for your brand? (share both short term + long term goals)

3. What professional challenges have you faced?

4. What 5 words describe and represent the brand you want to be?

5. What emotional and functional benefits do you offer your clients? (what's the experience of working with you like)

6. What are your clients saying about your work?

7. Who is your competition? What do you believe they are doing well?

8. Who is your current audience and who is your target audience?

9. What is your "why"? What gets you up out of bed?

10. How will you measure the success of this branding project? What outcomes are you hoping for?