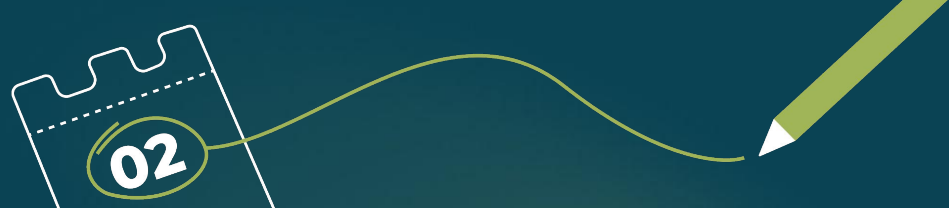


BRANDING

QUESTIONNAIRE



GENERAL



1. What is the meaning behind your brand name?

R:

2. What is your business purpose?

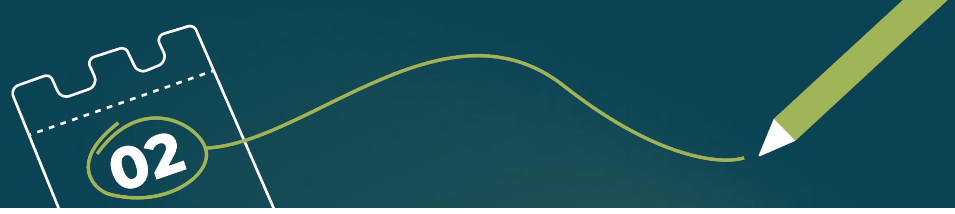
R:

3. What adjectives best describe your brand?

R:

These words will cultivate the emotion that people get when interacting with your brand. Ex: feminine/masculine, fun/serious, modern/traditional

GENERAL



4. Who is your ideal client / target audience?

R:

5. What makes your business unique? What do you do differently than your competitors?

R:

6.. How does your product or service benefit your customers?

R:

7. What is your client / target audience's most basic problem, that you have the solution for?

R:

8. Where will your logo primarily be used? Print, web, merchandise?

R:

GENERAL



9. How do you prefer your logo be worded or written out?

R:

10. Do you have a tagline? If so, would you like it stated alongside your logo?

R:

11. ¿Who are your competitors?

R:

12. What three brands do you love, and why?

R:

13. Three messages your brand needs to communicate: Why does your brand matter? These messages should be relevant to your target audience.

R:

Description



14. What words would you use to describe your brand's image?

R:

15. What words would you not want used to describe your brand's image?

R:

16. What attributes and/or emotions do you want associated with your brand?

R:

17. What attributes and/or emotions would you not want associated with your brand?

R:

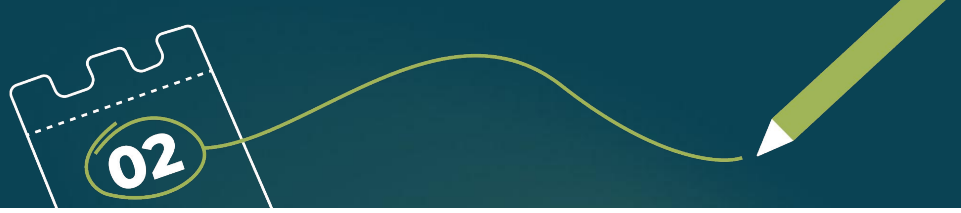
18. How do you want customers to describe their experience with your brand?

R:

19. ¿How do you want others to see your brand?

R:

Character



21. How would you describe its style?

R:

22. What other brands would be its friends?

R:

23. Where would your brand hang out?

R:

24. Age? Gender?

R:

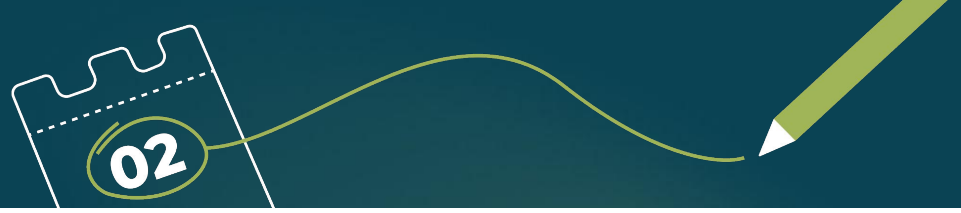
25. What actor/actress would be perfect to play your brand? Why?

R:

26. What kind of car would your brand be?

R:

Character

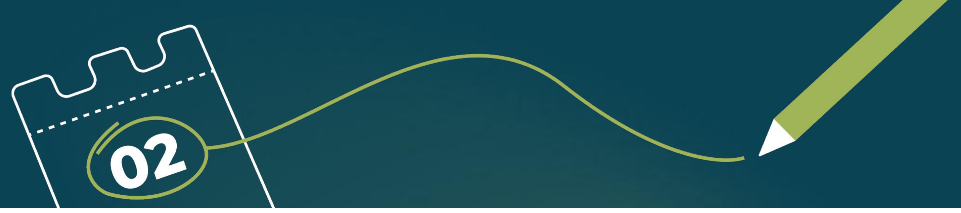


28. What animal would represent your brand?

R:

29. How does your brand's image fall between these opposing characteristics?

R:



30. Do you have any color preferences?

R:

31. Do you have any colors you want to steer away from?

R:

32. Which one of these logo formats do you believe best represents your brand?

- **Logotype**

This format includes your company's name in stylized typeface and/or your company initials in a simple shape.

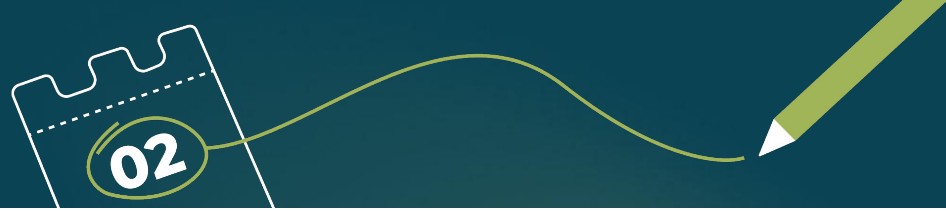
Nestlé®



Disney

WA WIRELESS
ANALYTICS

Style



- **Pictorial Mark**

This mark includes literal or representative imagery to symbolize your brand.

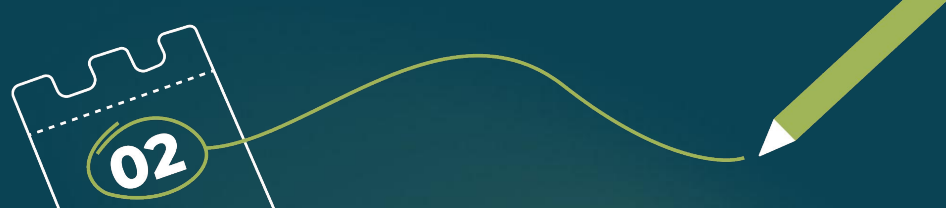


- **Abstract Mark**

This format includes abstract shapes and symbols that convey a specific idea or attribute. These types of logos are very unique and identifiable often without the company name.



Style



- **Emblem or Enclosure**

This features the name or initials of the company, usually as part of a pictorial element or shape.

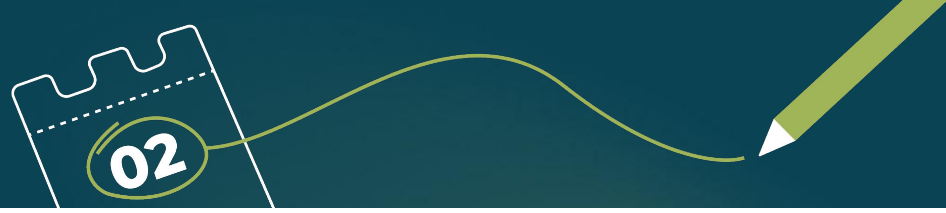


- **Web 2.0:**

Common elements typically include vibrant colors, a subtle 3D feel, bold type, color transitions, shadows, gloss and reflection.



Style



- **Modern:**

Common elements include fresh colors, stylized images, and clean typography.

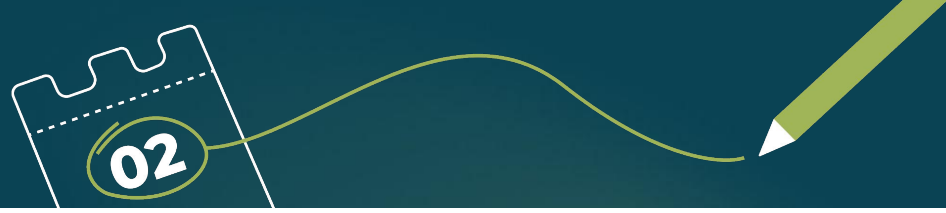


- **Classic:**

Common elements include timeless colors, literal images, and traditional fonts.



Style



- **Detailed/Stylized:**

Common elements include details, textures, fluid lines, and distinctive fonts.



- **Complex illustration:**

These include a hand-drawn feel that represents a scene or a character.



Style



33. What style of font do you feel best represents your brand?

When choosing fonts for a brand, it is important to consider the brand's personality, its target audience, and the message it wants to communicate.

Manuscript Sources:

Sacramento 1 style | Astigmatic

Everyone has the right to freedom of thought, conscience and religion; this ri

Great Vibes 1 style | Robert Leuschke

Everyone has the right to freedom of thought, conscience and religion; this right includes freedom to change his re

Lobster 1 style | Impallari Type

Everyone has the right to freedom of thought, conscience and religion; this right includ

Lobster Two 1 style | Impallari Type

Style



Retro or Vintage Fonts:

Bebas Neue 1 style | Ryoichi Tsunekawa

EVERYONE HAS THE RIGHT TO FREEDOM OF THOUGHT, CONSCIENCE AND RELIGION; THIS RIGHT INCLUDES FREEDOM

Montserrat Variable (2 axes) | Julieta Ulanovsky, Sol Matas, Juan Pablo del Peral, Jacques Le Bailly

Everyone has the right to freedom of thought, conscience and religion

Roboto Slab Variable (1 axis) | Christian Robertson

Everyone has the right to freedom of thought, conscience and religion

Style



Elegant Fonts:

Playfair Display Variable (2 axes) | Claus Eggers Sørensen

Everyone has the right to freedom of thought, conscience and religion; thi

GFS Didot 1 style | Greek Font Society

Everyone has the right to freedom of thought, conscience and religion; th

Bodoni Moda Variable (3 axes) | Owen Earl

Everyone has the right to freedom of thought, conscience and religion; th

Style



Modern and Minimalist Fonts:

Open Sans Variable (3 axes) | Steve Matteson

Everyone has the right to freedom of thought, conscience and religion;

Helvetica

Curabitur posuere odio eu elit porta, ac fermentum ipsum blandit. Pellentesque habit

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Style



Experimental Sources:

Exo 2 Variable (2 axes) | Natanael Gama

Everyone has the right to freedom of thought, conscience and religion; th

Raleway Variable (2 axes) | Matt McInerney, Pablo Impallari, Rodrigo Fuenzalida

Everyone has the right to freedom of thought, conscience and religion; t

Abril Fatface 1 style | TypeTogether

Everyone has the right to freedom of thought, conscience and religion; th