Give us a better understanding of your business and vision

Let's go a little more in-depth about your business so we can get a better understanding about your brand. These questions will help with the strategy session and get to the core of your brand. Please spend some time on these questions and don't hesitate to ask if you're not sure of anything.

Name: Date:

Business Name:

Phone Number: Email:

What does your business do? What is your service or product? Go into as much detail as possible.

Is there a unique story behind the name and business?

How and why was your business started and where did the idea come from?

What are your business goals? (Pick three)
- ❑ Clear brand recognition
- ❑ Connect with your audience better
- ❑ More Sales
- ❑ Stand out from your competitors
- ❑ More of a social presence
- ❑ Refresh of brand visuals
- ❑ Other (If you pressed other, please write here)

Who is your ideal audience/customer? Think about age, gender, personality, income, personality etc.

What are your audiences' frustrations/problems they face?

Why would your customers specifically pick YOUR service or product over your competitor?

Who are your top 3 competitors?

How is your business run? Break your process into 3 simple steps (how do they find you, buy from you and receive):

What is the vision for your brand? What future does your brand want to create?

What are your brand values?

What words would you use to describe your brand's personality?

What message do you want to convey to your customers? How do you want your customers to feel when they interact with your business?

Section 2 - Creative Direction and Visual Identity
Time to look at the visual side of your brand and get a clearer idea of the brand identity. Don't worry if you're not sure as it's our job to steer the visual direction.

Pinterest Board Link: Add here.

What do you like about your Pinterest board? Go into specifics about certain images.

What words would you choose to describe your desired vibe and look?

If you have an existing brand identity, why isn't it working for you?

Any font styles that you like and why?

Any font styles that you dislike and why?

Are there any colour schemes that you like and why?

Are there any colour schemes that you dislike and why??

Any icon, symbol or image that you are connected to that you might want to include within your brand?

Any icon, symbol, or image that you definitely don't want to include within your brand?

Anything else you want us to know?

Pick a package:
  Package 1
  Package 2