

LOGO & BRAND IDENTITY QUESTIONNAIRE

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LOGO & BRAND IDENTITY QUESTIONNAIRE

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This questionnaire is designed to help you think about some of the important issues involved in creating a logo or brand identity, and to give us a basic understanding of your requirements so we can tailor our quotation or proposal to your needs.

Please answer as few or as many questions as you wish, save this PDF and email to us at: hello@booandstu.co.uk

Please feel free to send us your own brief if you already have one.

** Denotes key questions that will help us with initial quotes*

1. OVERVIEW

1a. What is the exact wording to be used in your logo (including a strapline if needed)?

1b. What are we creating a logo or brand identity for?

Company
Department
Product
Special interest group
Service
Initiative or Scheme
Product
Event
Organisation
Campaign
Charity
Place

1c. Is this a new brand or a re-brand/refresh? *If we're rebranding or refreshing please provide some background information so we can understand your reasons and know what elements, if any, need to be kept.*

2. ABOUT YOU

2a. What is your brand about? *This is just a short statement to tell us the story of your brand; when you started, what you do and where you see it in the future.*

LOGO & BRAND IDENTITY QUESTIONNAIRE

2b. Who are your clients, customers, users or target audience?

i) Businesses?

If so, what type of businesses? *Eg law firms*

Likely size? *Eg local, national, multi-national*

Any geographic or ethnic considerations?

Who are the likely decision makers?

Are the decision makers male or female?

What is their likely age?

What is their likely position? *Eg secretary, buyer, manager etc*

ii) The Public?

What age group are they?

Are they male or female or both?

What is their status? *Eg student, mother, professional, retired*

Do they have any specific interests or values? *Eg gaming, environmental issues*

What other websites or shops might they use? *Eg Waitrose, IKEA, McDonalds*

2c. Do you have any key competitors? Please include their website if possible.

LOGO & BRAND IDENTITY QUESTIONNAIRE

2d. What makes your product or service different (if relevant)? Do you have a unique selling point (USP)? If you have competitors, why are you better than them?

3. YOUR LOGO OR BRAND IDENTITY

3a. What words would you like people to associate with your brand? What do you want to communicate? How do you want to appear to your target audience? *You can pick more than one*

Urban
Rural/Natural
Premium/Luxury
Classy/Understated
Affordable/Budget
Simple/Unfussy
Gentle/Calm
Energetic
Serious/Hard Hitting
Fun/Lighthearted
Happy/Inspiring
Local
Global
Organic
Mature
Friendly/Approachable
Cool/Young
High Tech
Minimal
Childlike
Conventional/Traditional
Modern/Contemporary
Informative

Any other words?

LOGO & BRAND IDENTITY QUESTIONNAIRE

3b. Where is your logo or brand identity likely to be used?

Website
Social Media *eg Facebook/Twitter*
Stationery
Brochures
Exhibitions
Shop fronts and signs
Uniforms
Adverts
Merchandising
Packaging
Vehicles

Any more? Which of these are the most important?

3c. Is there anything already in place which we should be aware of? *Eg identity of parent company; colours of uniforms; format of existing signs or space available; or colour schemes on existing website.*

4. OTHER CONSIDERATIONS

4a. Are there any logos or brand identities you like or dislike that you feel have some relevance? Why do you like or dislike them?

4b. Are there any particular Do's or Don'ts? *Eg colours or relevant imagery you like or dislike*

4c. Is there a general timescale or deadline for this project?

4d. Is there any other information you feel may be useful at this stage?

***Thank you for completing our logo and brand identity questionnaire.
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