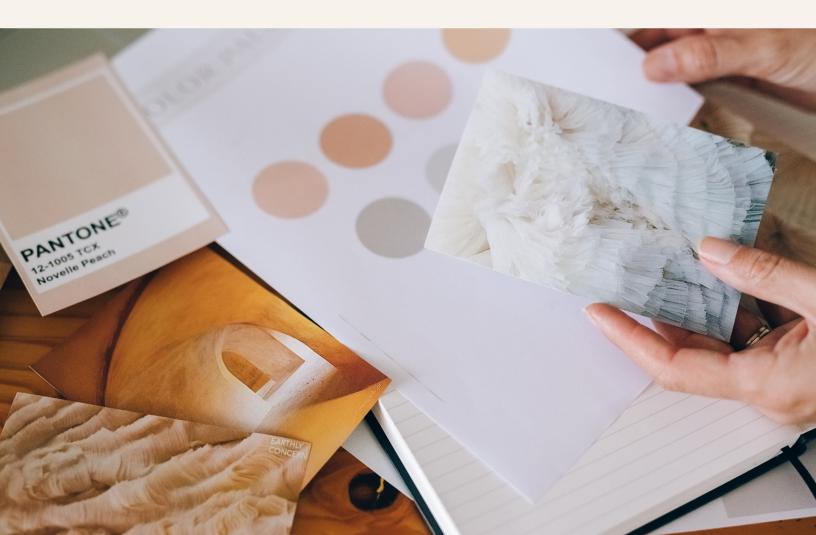


## AND BRANDING Questionnaire

## BRANDING

- What is your budget?
- What is the hard deadline for the project?
- What is your company's mission statement?
- What is your product positioning statement/tagline?
- How does your target audience benefit from your product/service?
- What do you like and dislike about the current logo?
- Why are you looking to change the logo?
- What do you want the new logo to accomplish?
- What words describe how you feel when you look at your current logo and branding?
- What three attributes would you like your target audience to think of when they look at your new branding?



## IS YOUR Brand More...



Masculine or Feminine? Simple or Intricate? Gray or Colorful? Conservative or Extravagant? Approachable or Authoritative? Necessity or Luxury? Fun or Serious? Professional or Casual? Modern or Classic? Trend-forward or Timeless? Extreme or Safe?



## DESIGN

examples to info@reveriecreativeagency.com.

What colors or color palettes do you like and why?
Why does your current branding use those colors, fonts, etc.?
Are there any elements from the existing logo that you'd like to keep and why?
In your opinion, what defines a successful logo?
Are there any restrictions to consider when designing the new logo?
Is there anything that must be included, like existing brand elements, words or icons?
Are there any logos that you particularly dislike and why?
Looking at other people's branding, what logos do you like and why? Please send these