

DESIGN



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

▶ 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 examples to info@reveriecreativeagency.com.