



Start Your Brand's Story

LOGO & BRAND DESIGN QUESTIONNAIRE

Are you starting a new business?
Or maybe you want to give an
established one a makeover?

This documents contains common talking
points that many of the top brand designers
look for when building brand identities.

Your answers to these questions will give a
clear direction of your business, setting it on
its path to success!



When you're ready
to begin your brand's
journey, let us know!

42st.com

Getting to know you

We'll start with the basics

What's the name of your business?

If you had to explain what you do, in ONE sentence...

Next, some background info

Can you give us a little backstory about your business?

When and how did it start? Who was involved? How did you come up with the name?

Are there any exciting stories you have about your business?

What are the specific products or services you offer?

What would you say is the #1 goal of your business?

What are some values that guide your business's decisions?

Do you prioritize honesty? Or Innovation? Eco-Friendliness? Putting customers first?

How about your business's look and feel

Do you currently have a brand style guide?

☐ Yes, and you can find it here:

☐ Not yet. We could use some help with that.

☐ Based on what I do, I don't really see a need for one.

How would you describe the aesthetics of your business?

Grayscale	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Colorful	Masculine	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Feminine	Classic	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Modern
Authoritative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Friendly	Professional	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Casual	Retro	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Futuristic
Minimalistic	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Complex	Luxurious	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Natural	Elegant	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Sporty
Conservative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Unorthodox	Serious	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Fun	Safe	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Extreme

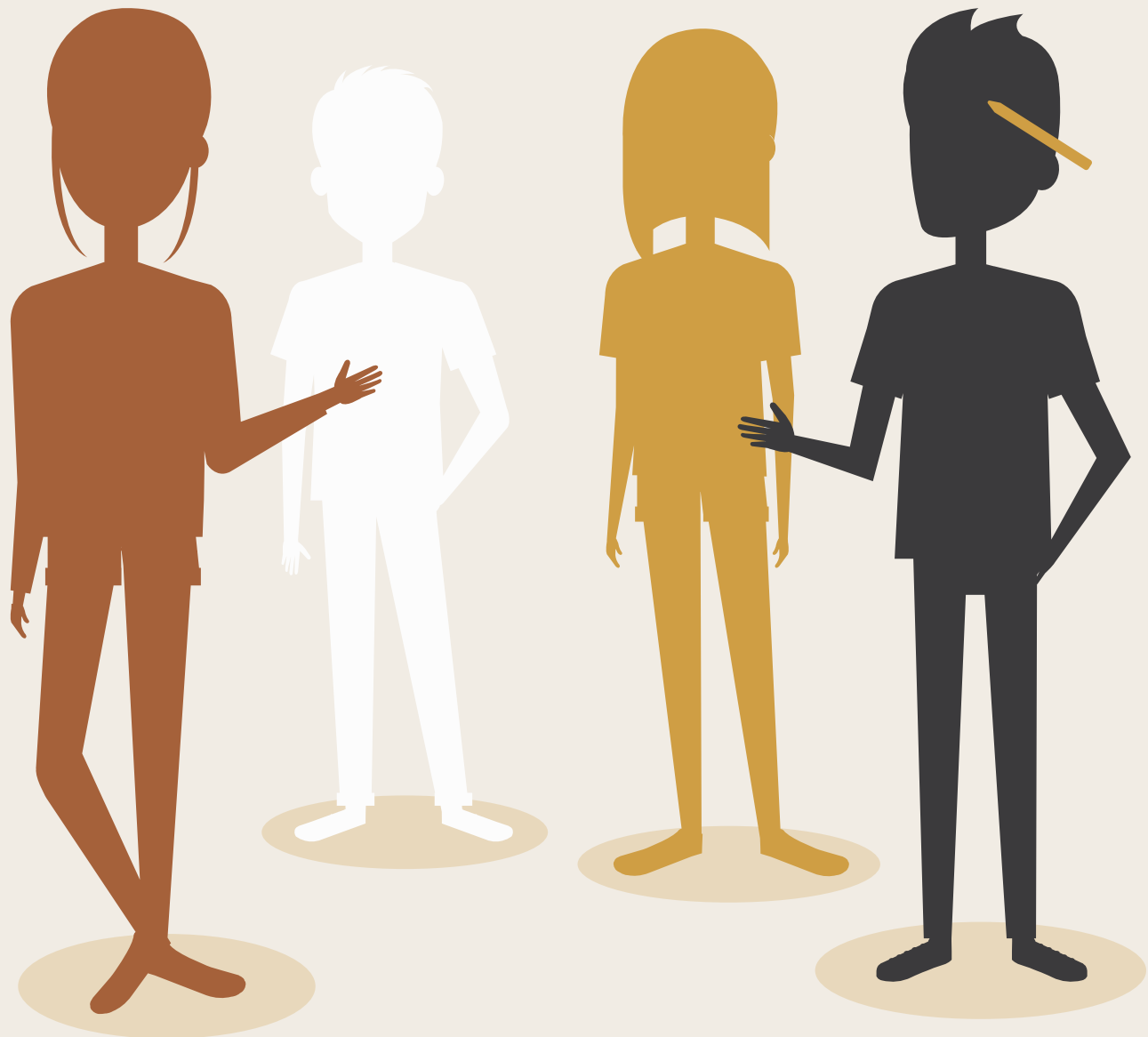


Connecting with your audience

Let's meet your audience◇

Describe the kind of people you work with.

*How old are they? What do they do for a living? Are they married? Kids?
Tell us about their interests, their behaviors and values, their wants and needs, etc.*



What are the top 3 adjectives you want your audience to use to describe your brand?

Anything they can do, you can do better◇

Who do you consider your closest competitors?

1.

2.



3.

4.

What do THEY offer that you don't?

What do YOU offer that they don't?

Is there anything else about your target audience or competition you think we should know?











THE VISUALS

Painting a picture of your brand

See your logo take shape

Which of these styles do you think your logo would look its best in?

<input type="checkbox"/> Letterform 	<input type="checkbox"/> Monogram 	<input type="checkbox"/> Wordmark 	<input type="checkbox"/> Emblem 
<input type="checkbox"/> Pictorial Mark 	<input type="checkbox"/> Mascot 	<input type="checkbox"/> Abstract 	<input type="checkbox"/> Iconography 

Give your brand some color

Color can create specific feelings for brands. Which colors best represent yours?

<input type="checkbox"/> Red <div>Strength Excitement Power Love</div>	<input type="checkbox"/> Orange <div>Safety Success Confidence Bravery</div>	<input type="checkbox"/> Yellow <div>Cheer Happiness Creativity Warmth</div>	<input type="checkbox"/> Green <div>Nature Healing Freshness Quality</div>	<input type="checkbox"/> Blue <div>Trust Peace Competence Loyalty</div>
<input type="checkbox"/> Pink <div>Sweet Compassion Sincerity Sophistication</div>	<input type="checkbox"/> Purple <div>Spirituality Royalty Modern Luxury</div>	<input type="checkbox"/> Brown <div>Trust Rugged Simple Dependable</div>	<input type="checkbox"/> Black <div>Formality Dramatic Sophistication Security</div>	<input type="checkbox"/> White <div>Clean Simplicity Innocence Honest</div>

All brands have a story, and fonts are the storyteller's accent

Which of these font styles do you think speak your brand's language?

<input type="checkbox"/> Serif	<input type="checkbox"/> Slab Serif	<input type="checkbox"/> Sans Serif	<input type="checkbox"/> Display
<input type="checkbox"/> Monospaced	<input type="checkbox"/> Typewriter	<input type="checkbox"/> Handwritten	<input type="checkbox"/> Script
<input type="checkbox"/> Blackletter	<input type="checkbox"/> Novelty		



ADDITIONAL

Covering our bases

Before we get started



Is there anything else we should know about you or your brand?

