

START YOUR BRAND'S STORY

Brand Design Questionnaire

Please take some time to fill out this questionnaire in as much detail as possible. It will help us gain a better understanding of your brand's characteristics, audience, and competition. If you get stuck on any questions, feel free to skip it.



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Your Business

These questions will help with the Strategy phase 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.

What's the name of your business?

Give us a short summary of your business. (1-2 sentences)

Why does your business exist? Tell us the story behind your business and the core values that drive you.

What problems are you solving for your clients/customers?

Why do clients/customers choose you? What sets you apart?

How are your clients/customers finding you? (e.g. social media, ads, referrals)

Do you have a mission statement or tagline?

What are your goals for your business? Where do you see it in the next 5 years?

Your Competitors

These questions will help with the Strategy phase 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.

List 3 key competitors to watch in your industry.

1.

2.

3.

What do you like or admire about them?

What do you dislike about them?

What is going to make your ideal client/customer choose you over them?

How are you currently marketing your business?

How do you plan to market your business in the future?

Your Audience

These questions will help with the Strategy phase 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.

Describe who your average client/customer is. (Age, gender, income, marital status, personality, values, etc.)

What is their situation right now? What problems are they facing?

What do they want? What is their ideal situation?

Are there any new clients/customers you would like to start attracting?

Your Brand

These questions will help with the Strategy phase 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.

Give us 2-6 descriptive words you feel describe how you want your clients/customers to perceive your business. (e.g. modern, friendly, professional, luxury, etc.)

If your brand was a famous person or character, who would it be and why?

What are some brands you love the design of? What specifically do you like about them?

Give us a few examples of logos and typography you believe are in line with your brand and explain why.

If you have a Pinterest board, leave a link to it below.

Your Website

These questions will help with the Strategy phase 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.

What is the main goal of your website? (e.g. contact form inquiries, direct bookings)

Do you currently have a website? If so, why are you unhappy with the current site?

What do you think a new website will do for your business?

When coming to your website, what are your customers looking for?

Are there any key features you would like to have implemented into your website?

Anything Else

These questions will help with the Strategy phase 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.

Let us know if there's anything we didn't cover in this questionnaire, that you feel we need to know before we begin work on your project.

