
BRAND STRATEGY guide

This is a helpful form borrowed by a graphic design friend named Erica Esserman. It is an invaluable resource for organizing one's thoughts around how they'd like to establish/develop their brand aesthetic.

The more detailed you can be, the better it will help us both to truly understand the intricacies of your company. Take your time and think critically about these answers, because this is the key information on which your visual strategy depends. There are no wrong answers; this is all about getting to know you and your brand and developing a visual strategy that will tell your story the way you always envisioned.

Feel free to add links, images, videos, and/or anything else that helps you fully express your answers.

Please especially take your time to go over the bolded questions.

ABOUT the company

1. What is your company name? Please write it out with the correct capitalization and full name.
2. Can you describe your business? What services and/or products do you provide?
3. How long has your company been established?
4. Why was your company started in the first place, and what was the motivation?
5. Why did you choose your current name? What does it mean to you?
6. Are you happy with your current name, why or why not?
7. Who are your main competitors?
8. What do you like about your main competitors?
9. What do you not like about your main competitors?
- 10.** What are the strengths of your company?
11. What are your weaknesses?
12. What are the long-term goals of the company? Where do you see your company in 5 years? 10 years? 30 years time?
13. What makes you really unique?

ABOUT the target audience

1. Who is the primary target audience?
2. What is the target audience's age group?
3. Are they mainly male or female?
4. Where do most of your audience live?
5. What is the average household income of your target audience?
6. Please provide Personas here if you have developed any.
7. Are there any new markets you'd like to break into? If so, what would they be and why?
8. How do most of your customers find out about your company?
9. How do you plan to communicate with your target audience?
10. What are the stated wants and needs of your customers? How does your business serve these?
11. What are the hidden wants and needs of your customers? How does your business serve these?
12. If your customers had to describe your company in one word, what would it be currently and why (be honest)? Would you want it to be anything different?

ABOUT the branding

1. What are the core values of your company? Please list about 3-5.
2. What is the current mission statement of your company (if you have one)? Do you think this mission statement rings true for you? Why?
3. What 3-5 unique emotions would you like your *target audience* to *feel* when they look at your new branding?
4. If your company was a person, what would its personality be like? You have 10 points total to give to these personalities. How much would you give to each? (the more you give, the more relevant the personality is to your brand) Please feel free to write a statement as to why you chose the amount for each.
5. Which of these words is a better fit for your brand? Friendly or corporate? Why?
6. Which of these words is a better fit for your brand? Traditional or Modern? Why?
7. Which of these words is a better fit for your brand? High end or Cost-effective? Why?

DESIGN preferences

This is a great place for visual examples. Please add as many links and/or images as you want here.

1. Are there any colors or color palettes you like and why?
2. Are there any colors or color palettes you dislike and why?
3. Where will the logo be mainly used?
4. Are there any elements from the existing branding that you'd like to keep and why?
5. In your opinion, what makes a logo successful?
6. In your opinion, what makes a logo unsuccessful?
7. Are there any restrictions to consider when designing the new logo (competitors colors, fonts, etc.)?
8. Is there anything that must be included, like existing brand elements, words, or icons?
9. Looking at other people's branding (especially those of competitors), what logos or styles do you like and why?
10. Are there any logos or styles (especially those of competitors) that you particularly dislike and why? Please try to provide at least three examples (although more are welcomed).

DESIGN objectives

1. Why did you seek out a designer?
2. What are the results you'd like to achieve through the design(s)?
3. Why are these results important to you?
4. If you have an idea of specific items you want designed, please list those things here (e.g. a logo, a website, etc.) and discuss why you are seeking each.