

## brand questionnaire

# Welcome to the discovery phase of your brand identity development.

A brand exercise is never a wasted effort in business and is crucial to revealing what is unique, critical and valuable about your company. A good brief is vital for the success of an identity project, without it we can just end up shooting in the dark to find the right solution.

This is why we developed and fine tuned a client questionnaire to use as a guideline.

[journey.ltd.uk](http://journey.ltd.uk)

If you do not have all the answers, that's OK - just fill out what you can. Some questions may not be pertinent to your business, in which case feel free to ignore. Please note, as this is the initial discovery phase, things may change over the course of our branding process, so don't feel as though everything you put down is written in stone.

When evaluating your brand we encourage you to ask these questions as well as develop your own in order to arrive at a strong brand proposition for your company. The more questions you have answers to the more you know about your brand. These are the fundamental precepts for determining your company voice, message and the cornerstone of effective advertising and marketing. Without a brand, you are a ship without a sail. A company with a well defined brand will have a clear focus and vision that runs through the business like a stick of rock, giving real clarity to both customers and staff alike.

## ■ Branding & identity discovery questionnaire

Company:

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Your full name:

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Position:

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Email:

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Phone:

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Project description :

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## ■ Fundamental nature of your business

1. Describe the nature of your business - in one sentence.

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2. Describe the nature of your business - in one word.

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3. What is your overall project objective? (ie rebrand, generate more leads, diversify service offering, reposition the business etc)

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## Background

4. How old is your company?

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5. Number of employees?

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6. Turnover? (and is business growing?)

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7. Is there a story that is unique to your company?

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8. Describe your typical customer

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9. Why do you think your customers choose you?

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10. Why do you think your customers stay with you?

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11. Why do you think some customers leave you?

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12. Who else do you want to be working with?

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13. Where will they come from?

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## Detail

14. Who are your main competitors? If possible, include the URLs of their website.

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15. What is unique about your company versus your competitors? And explain the reasoning behind this.

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16. What are your 3 key strengths?

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17. What are your 3 key weaknesses ?

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18. How is your current brand perceived internally?

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19. How do your customers currently perceive your company?

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20. How would you like customers and prospects to perceive your company in the future?

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## Character

21. Describe your company's internal culture or atmosphere in one sentence.

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22. What is your work environment like?

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23. What do you wear to work?

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24. How would you currently describe the business personality? (Please tick as many as appropriate or add below)

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- Energetic
- Edgy
- Friendly
- Attentive
- Casual
- Formal
- Business-like
- Serious
- Relaxed
- Funny
- Disruptive
- Progressive
- Calm
- Authoritative
- Visionary
- Capable
- People focussed
- Resourceful
- Inventive
- Proactive
- Problem-solving
- Trustworthy
- Solid
- Cutting edge
- Traditional
- Innovative
- Excellent
- Conservative
- Modern
- Corporate

## Day-to-day

25. What are your current challenges in finding potential customers?

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26. What factors in your business environment do you need to overcome to succeed?

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27. Is your current emphasis focussed on product, service, price, place or promotion?

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28. What is your current level of marketing?

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## Visual elements

29. Are there images or icons that appeal to you that you feel reflect your company?

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30. Are there colours that you feel resonate with your company?

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31. Do you have any dislikes that you want to be noted before we begin?

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32. What do you like about your current identity and what do you not like about it?

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## Reference for next section

Companies summarise their goals and objectives in mission and vision statements. Both of these serve different purposes for a company but are often confused with each other.

**Mission statements** define the company's purpose and primary objectives. These statements are set in the present tense, and they explain why you exist as a business, both to members of the company and to people outside it. Mission statements tend to be short, clear and powerful.

*ie. Oxfam: To create lasting solutions to poverty, hunger, and social injustice*

**Vision statements** also define your company's purpose, but they focus on its goals and aspirations. These statements are designed to be uplifting and inspiring. They're also timeless: even if the organization changes its strategy, the vision will often stay the same.

*ie. Oxfam: A just world without poverty*

## Brand foundations (fill in what you can)

33. Name 3 Brands You like or love and what you admire about them.

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34. Your company's Top 3-5 Values

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35. Your Mission (ie. the company's prime purpose)

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36. Your Vision for your business. Where do you see your business in 3 years?

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37. Do you share this with your staff?

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38. How will you measure success?

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