**Branding Questionnaire**

Company Name:

Logo:

What does the company do – services/product:

3-5 words that describe the company:

Target customer (include demographics)

Competitors:

What differentiates you/the company:

3 Messages your brand needs to communicate

Brand characteristics

Color –

Description words –

Attributes or emotions

What would you say if you were describing your brand to a friend?

Unique story or background:

Why now?

Where do you see this in 1 year:

3 years:

5 years:

What tools do you think you may want to incorporate:

* Website
* Email marketing
* Social media
* Videos
* Promotions
* Photography
* Logo/branded materials