Branding questionnaire

Tell us more about your business so we can create something awesome together

## What are you branding? \*

[ ]  Company

[ ]  Product

[ ]  Service

[ ]  Other/not listed here

## What is your brand name, if you have one? \*

Click or tap here to enter text.

Please include exact/desired wording (uppercase/lowercase, etc...)

## Is there an idea or specific story behind your brand name? \*

Click or tap here to enter text.

Where did it come from?

## Where can we find your website, if you have one?

Click or tap here to enter text.

Please share a link to your current website.

## What is the single most important thing that sets your business apart from the competition?

Click or tap here to enter text.

Tell us about your unique competitive advantage and the proof points that attest to your value claims.

## Details about your target audience/customers:

Click or tap here to enter text.

Gender, age, financial status, etc...

## Who are your main competitors?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

If they have websites, please include their URLs.

## Logos of the existing brands that communicate similar desired message:

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Please insert links with a brief explanation.

## Budget expectations? \*

[ ]  Under $1000

[ ]  $1000-$5000

[ ]  $5000+

[ ]  Other/not sure

Please estimate the financial resources you intend to invest in this project.

A transparent budget will help us ensure expectations are met.

Ballparks are fine.

## What are your objectives and expectations for this project?

Click or tap here to enter text.

Make sure to specify your deliverable requirements and deadlines, as well as any particular design standards or constraints you would like us to take into account.

# Thank you for your time!

Please send filled questionnaire to info@logoholik.com