

**BRANDING ASSESSMENT**

**PART 1 | ABOUT YOUR BUSINESS**

1. What is the name of the company?
2. What industry does your business operate in?
3. What are the key points in the history of your business?
4. Who are your main competitors?
5. What is the single most important thing that sets your business apart from the competition?
6. What's the story behind your current brand?
7. Where do you see your brand in 10 years?
8. How Do You Make Your Clients Feel?

**PART 2 | ABOUT YOUR BRAND**

1. What are we branding? A service, product or company.
2. What is the name of the brand?
3. Where can we find your website, if you have one?
4. What is your brand mission?
5. If your brand where a person, which of the following word clouds do you feel would best describe them?  
   A. Sincere - Down to earth, honest, wholesome, cheerful  
   B. Exciting - Daring, Spirited, Contemporary, Imaginative  
   C. Competent - Reliable, Intelligent, Successful  
   D. Sophisticated - Classy, Glamorous, Charming, Smooth
6. What problem does your company solve?
7. What are the emotional benefits that only you deliver to our customers?

**PART 3 | ABOUT YOUR TARGET MARKET**

1. What is your target customers’ gender?
2. How old are your target customers?
3. What is their average household income?
4. How will they find and learn about your brand?
5. Which of the following marketing inputs is most likely to influence your customer's' buying decision?  
   A. Product  
   B. Place  
   C. Promotion  
   D. Price
6. What else can you tell us about your customers?  
   Briefly describe their values, decision-making process and, if you already have a brand, how they currently perceive it.
7. What are you ideal customers' biggest pain points?
8. Why should your target audience choose your product or service above your competitors?
9. Are there any audiences you aren't currently reaching that you want to reach with your brand?
10. Why Do Your Clients Trust You?

**PART 4 | ABOUT THIS PROJECT**

1. Which of the following designs would suit your brand the best?



A. TECHY



B. ILLUSTRATIVE



C. PRODUCT BASED



D. FLASHY



E.PHOTO-BASED



VF. MINIMAL

1. What colors do you feel best represents your brand?
2. And if you had to choose one of these fonts for your brand, which would you choose?

Aa

Classic

Aa

Serif

Aa

Rounded

Aa

Modern

Aa

Script

1. What are your objectives and expectations for this project?
2. What's Wrong with Your Existing Brand Identity (if applicable)?
3. How Does Your Logo Communicate Your Brand (if applicable)?
4. Can you name a few examples of brands you admire?
5. Are there any particular adjectives you people to associate with your brand?
6. Do you have established print materials? Please send us a copy.
7. What Does Your Voice Sound Like?
8. Who is the key decision-maker on your team?