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BRAND QUESTIONNAIRE

INFO / informazioni

DESCRIPTION / descrizione

PROJECT / progetto: Brand Identity

COMPANY / azienda: Client

Your Company

1. Are you looking to refine your existing identity or create a new look?
2. Who is your current client audience?
3. Who do you want your target client audience to be?
4. Who are your main competitors?
5. How are you similar/different from your main competitors?
6. Do you want to look like the best of the bunch or totally different?

Logos

1. Do you see your company/look as more modern or more traditional?
2. Do you prefer a logotype combined with a mark or simply a logotype?
3. Do you prefer a typeface that is serif or san serif?
3. What are some logos (anywhere) that you like, dislike? Why?
4. What are some logos (designed by Hovie) that you like, dislike? Why?

Colors

1. Do you see your company/look as bright and vibrant or muted and subdued?
2. What are colors you really like?
3. What are colors you really don't like?

Uses

1. On which of the following will your brand be used:
 - A. Business papers: Business card, Letterhead, Envelope, etc.
 - B. Small print pieces: Brochures, Flyers, Post cards, Ads, etc.
 - C. Large print pieces: Outdoor signage, trade show graphics, etc.
 - C. Electronic: Web, CD, DVD, Video, etc.

SIGNATURE / firma