

Brand Questionnaire

We are so excited to get started on your logo design! Please fill out this questionnaire so we can get to know you, your brand, your business goals and your vision for this project a little bit better! If you aren't sure how to answer any of the questions, feel free to say you aren't sure or leave them blank if they aren't applicable. This just gives us a baseline for your vision and we can always use this design process to better develop your brand!

COMPANY OVERVIEW

Company Name

Slogan / Tagline

Three words to describe your brand / aesthetic?

How would you best describe your business?

What are your brand values and mission?

BUSINESS OFFERINGS

What products / services do you offer?

How do you conduct business? (Online / Brick & Mortar / etc.)

BUSINESS OFFERINGS CONT.

What are your most successful marketing channels?

MARKET RESEARCH

Who are your current typical clients?

What is your target audience / dream clients?

Who would you say your main competitors are?

LOGO DESIGN

What is your goal with your new logo design?

What do you like / dislike about your current branding?

Are you drawn to any specific colors / elements / design aesthetics?

Do you have any inspo pics, ideas, mood boards, or visuals to share? Or any brands you admire / want to emulate?

LOGO DESIGN CONT.

How do you want your brand to be perceived?

Are there any themes, colors, styles, aesthetics you wish to avoid?

Anything else you would like to share?

Thank you so much for filling out this brand questionnaire form! Please send filled out forms to stephanie@wolfecreativela.com along with any other inspo images, old logos, or other assets you wish to share. You can also find this form online at wolfecreativela.com/brand-questionnaire-logo.