



Anspire Agency

Brand Identity Questionnaire

Version 1.0

The first step in crafting your brand identity / logo / website, is really to understand your business, your customers and your story. So before we get started, please help by answering the following questions.

About your Business

1. What is your business about?
 2. What problem do you solve for your customers?
 3. Who are your 3 main competitors (direct or indirect)? What do you like about their presence? What do you dislike about their visual identity?
 4. What about your background or product or service sets you apart from your competitors? Why should your prospects buy from you or engage with you?
 5. Is there a unique story behind your business or business name or logo? 6. Share 5 adjective or words that best describe your company.
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About the Project

7. What are the Deliverables for the visual identity?
8. Does any of your current material need to be updated to match the new visual identity?
9. Who are the decision makers on this project? What is the turnaround time for making a decision?
10. What timelines are you're looking at for this project? What is your budget?

About Your Customers

11. Describe your ideal customer?
 12. What is the primary message do want to convey to your customers?
 13. Share 5 adjective or words that best describe your ideal customer.
 14. Do you have any market research about your ideal client or your product/business that you can share with us?
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About the Identity

15. What is Your Defining Story?
16. If you have an existing brand/identity, why isn't it working for you?
17. Do you have specific guidelines do's and don'ts about the colors and other elements of visual identity?
18. Please share 3 links of brand whose visual identity inspires you. What do you like best about them.
19. Please share 3 brands/logos that you thought were weak, and what made you feel that way.
20. Using 5 adjectives or short phrases, describe your brand's desired look and feel.
21. What words would you don't use to describe the brand?
22. What colors do you not want to use?
23. What characteristics do you want your brand to have?

Simple/Intricate

Fun/Serious

Conservative/Extravagant

Approachable/Authoritative

Professional/Casual

Modern/Classic

Sporty/Elegant

Extreme/Safe
