



Brand Questionnaire



Let's bring your brand to life!

Hey there! Thanks for choosing us to help breathe life into your dream brand. Before we start, we'd love to learn more about your company and your vision for it. Treat this questionnaire as a getting-to-know-you session and the beginning of your brand journey. Let's get to it!

Brand Basics

What products or services do you currently offer?

What do you plan to offer if there is a potential for expansion?

Who is your target market? Aside from demographics, please share details about your clientele's needs, interests and aspirations.

Brand Story

What is your brand’s origin story? What inspired you to create it?

What is the primary purpose of your brand or company?

What can it offer that no one else can? (In business terms, this would be your unique selling proposition.)

The Landscape

Brands you admire

List your top three brands and why you like them. They don’t necessarily have to be in the same industry as yours.

I love it for...

I want to emulate...

Brand #1

- Share descriptions and examples here
- Add as many as you like



Feel free to add images or links here

Brand #2

Brand #3

Brands you're competing with

List your top three competitors. This time, they must be in the same industry.

	Strengths	Weaknesses
Brand #1	<ul style="list-style-type: none">● List the things this brand is doing right● These are what you can aspire to	<ul style="list-style-type: none">● Enumerate things the brand can do better● These are areas where you might have an edge
Brand #2		
Brand #3		

The Vision

1. What do you want to *be*? Imagine your future customers giving feedback. Write 2–3 testimonials you would like to hear from them.
 - a. **Testimonial A:**
 - b. **Testimonial B:**
 - c. **Testimonial C:**
2. What do you want to *embody*? List 3–5 values you want your brand to represent. Briefly explain.
 - a. **Value A:**
 - b. **Value B:**
 - c. **Value C:**
3. What do you want to *look like*? Share photos, colour palettes and any visual or even auditory inspiration you can share below. Source them from the Internet, or use the /magic function to embed graphics, photos or videos from the Canva library.



Exciting times ahead!

Thank you for sharing your story and vision with us. We now have enough material to start bringing your brand to life! Once you're done, please share this with:

- **Project Point Person:** Add name and role here
- **Email:**