

# VIBEGRACE DESIGN & PRINTS

## Brand Questionnaire

Section 1 - Getting to know your business.

Date

Lets go a little more in-depth about your business so we can get a better understanding about your brand. These questions will help with the strategy session and get to the core of your brand. Please spend some time on these questions and don't hesitate to ask if you're not sure of anything.

What is your business name?

Is there a unique story behind the name and business?

What does your business do? What is your service or product?

What are your business goals?

What message do you want to convey to your customers?

Who is your ideal audience/customer? Think about age, gender, personality, income, personality etc.

Why would your customers specifically pick YOUR service or product over your competitor?

Who are your top 3 competitors?

What is the vision for your brand? What future does your brand want to create?

What are your brand values?

What words would you use to describe your brand's personality?

## Section 2 - Creative Direction and Visual Identity

Time to look at the visual side of your brand and get a clearer idea of the brand identity. Don't worry if you're not sure as it's our job to steer the visual direction.

Any link you want us to see?

What words would you choose to describe your desired vibe and look?

If you have an existing brand identity, why isn't it working for you?

Any font styles that you like and why?

Any font styles that you dislike and why?

Are there any colour schemes that you like and why?

Are there any colour schemes that you dislike and why?

Any icon, symbol or image that you are connected to that you might want to include within your brand?

Any icon, symbol or image that you definitely don't want to include within your brand?

Anything else you want us to know?

I hereby contracted Vibegrace Design & Prints for:

- Full Brand identity design
- Logo design
- Logo animation
- Social media kit
- Others (write below)

Name and Address