



Brand Identity
QUESTIONNAIRE



Discovery *PHASE*

During the discovery phase, we'll take a deep dive into asking the right questions and gathering answers to help guide us into strategy and design. Understanding your vision, goals, values, and passion for what you do allows us to key in on your brand's identity and effectively target your ideal client.

Kelley Melgarejo

CLIENT INFO

Name:

Business Name:

Phone Number:

E-mail:

WHY DO YOU DO WHAT YOU DO AND WHAT INSPIRED THIS PASSION

WHAT DO YOU OFFER THAT'S DIFFERENT OR UNIQUE

DESCRIBE YOUR TYPICAL CUSTOMER OR CLIENT



WRITE DOWN AT LEAST THREE CORE VALUES



WHAT DO YOU WANT YOUR NEW BRANDING TO ACCOMPLISH



WHAT ARE A FEW BIG GOALS YOU HAVE FOR YOUR BUSINESS



WHAT DO YOU WANT YOUR NEW BRANDING TO AVOID



ANY ADDITIONAL DETAILS OR CREATIVE CONSIDERATIONS

