

Brand Identity Questionnaire



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Preparing a creative brief provides clarity between internal organization members before a designer starts designing while providing the designer with the information he needs to comprehend your wants and execute as best as possible.

Key points to incorporate into your creative brief are below.

Business Details

What product(s) or service(s) does your business offer?

Tell us all about what your business does and why it is running. Please also provide general information about your business such as how many employees you have, your location, years in business, etc.

Who is your target market / demographic?

How do people learn about your product or service?

Who are your competitors and how do they position themselves?

How do you differ from them?

Provide links and descriptions of your competitors and explain how they are different from your own.





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BRAND DETAILS

What is the exact name you would like to appear in the logo?

What was the idea behind the name?

Where did it come from?

What is the overall message you wish to portray with your brand?

What should people feel when they see or think of your brand?

Summarise your above answer into 5 descriptive keywords. eg. masculine, brave, bold, modern, etc.

Where will your logo be used and seen?

What are your personal preferences?

Please list any logos you like (provide links), as well as outline any colours you would like to explore or avoid. If you have any specific icons / symbols / images that you would like to associate with your brand, please also list them.

Do you have any additional details ?



Thank you



stand out from competition

