



ROSEWOOD
Marketing

Brand Identity
Questionnaire





Your logo and brand identity are very important. We are looking forward to working with you to establish a platform for success and growth through this project.

You know your business better than anyone, and while you have hired us as “the professionals” to design for you, we need your help.

Please take a few minutes to fill out this questionnaire to the best of your knowledge. The answers you provide will go far towards making the end results of this branding project a strong and accurate representation of you and your business for years to come.



About Your Business

1. In a sentence or two, describe your company's mission.
2. Is there a unique story behind why you started your business or why you chose your company name?
3. What problems would you solve for me if I was your customer?
4. Why should I choose to do business with you rather than your competition?
5. Choose 3 to 5 words that describe your company.

About Your Customers

6. Describe your ideal customer.

7. What is the primary message you want to convey to your customers?

8. What knowledge about your ideal customer and/or supply and demand for your product/service can you share with us?

9. Choose 3 to 5 words that describe your ideal customer

10. List your 3 biggest competitors

About the Project

11. How and where do you plan to use your new logo? Please list 5 items that will be a high priority to redesign with the new brand (for example: signage, stationery, invoices)

12. What do you hope your logo/brand identity will do for you?

13. If you have an existing logo, why do you want to change? Why now?

14. Please list a few brands whose visual identity inspires you or has the opposite effect, specify which.

15. Please list any colors or other visual elements you want us to consider or avoid in creating your logo and brand identity

A great brand comes from a place of truth about what a business authentically represents, and about what its products or service means to its customers. **It's not magic, it's insight.**¹

Bonus Questions

Like a person, your brand is essentially your business's "personality" or how you are perceived by the world. Buying decisions are both rational and emotional, many times emotionally driven. A powerful brand speaks to both the emotional and rational aspirations of their customers.

16. What adjectives would you use to describe your brand personality?

17. If you were to view your business as an animal, what animal would have the qualities or characteristics of your company, and why?

Thank you **for sharing.**



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