

Start your branding journey with a

Brand Questionnaire



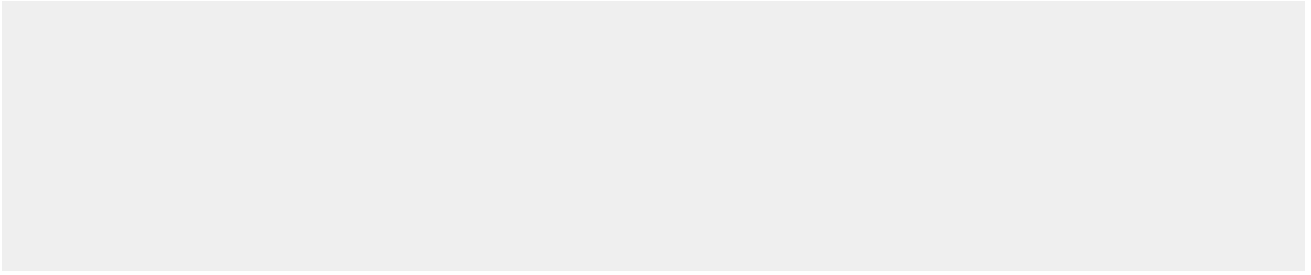
1. What is your brand name? What is the meaning behind its name?

2. What is your brand tag line? What is the meaning behind the tag line?

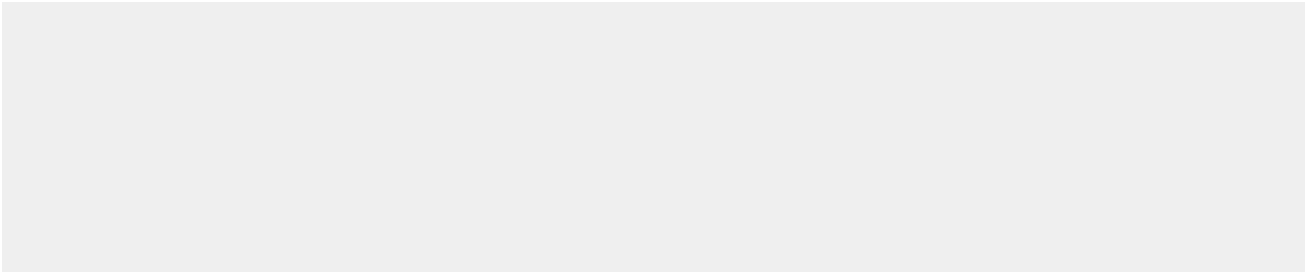
3. What is the purpose of your brand?

4. What is the vision for your brand in the future?

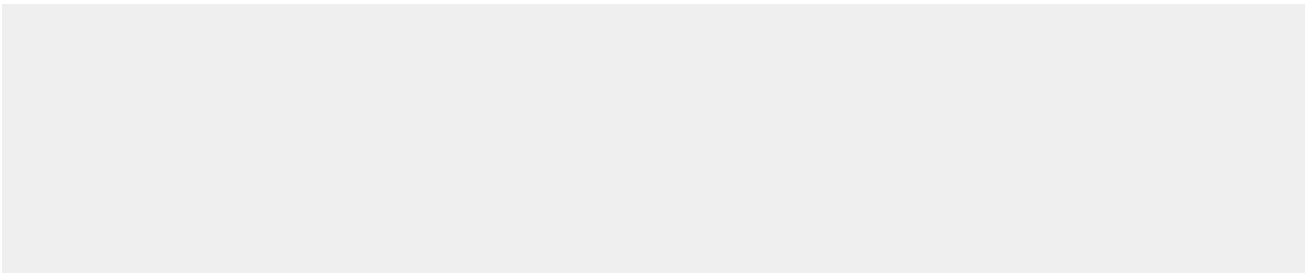
5. *Does your brand have a history or a story?*



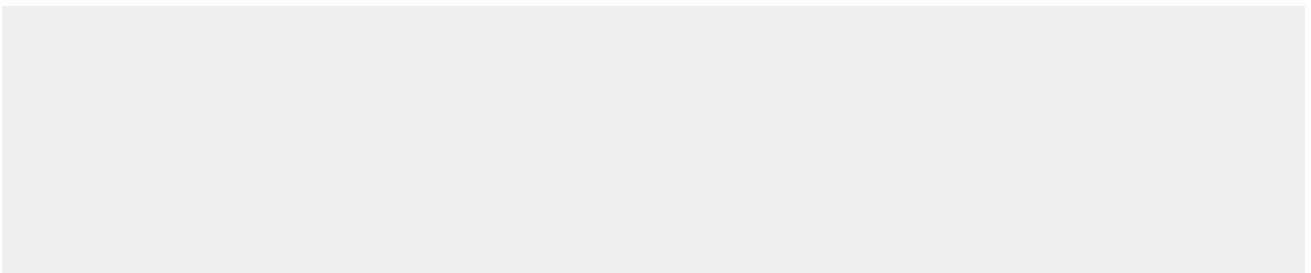
6. *Why do you want a new brand (for rebranding)? What do you want your new branding to accomplish?*



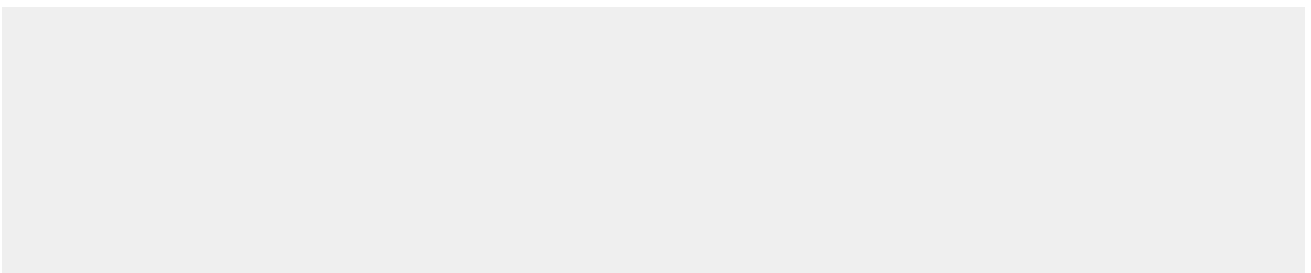
7. *What are 3-5 core values of your brand?*



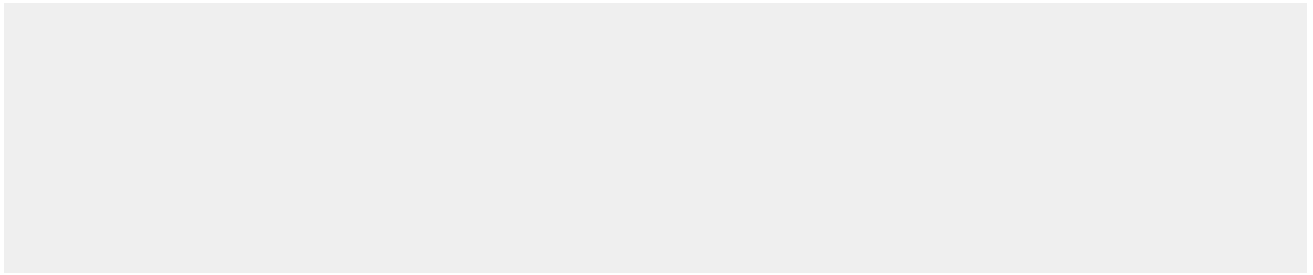
8. *If you imagine your brand as a person, what personality traits would they have?*



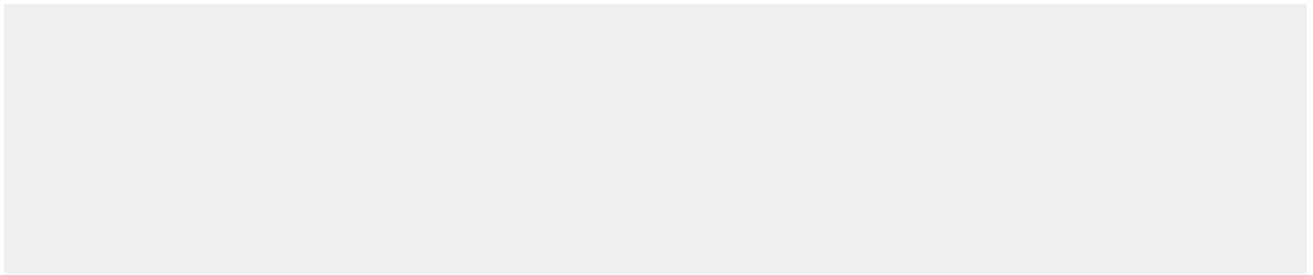
9. *Who is your dream client or target audience?*



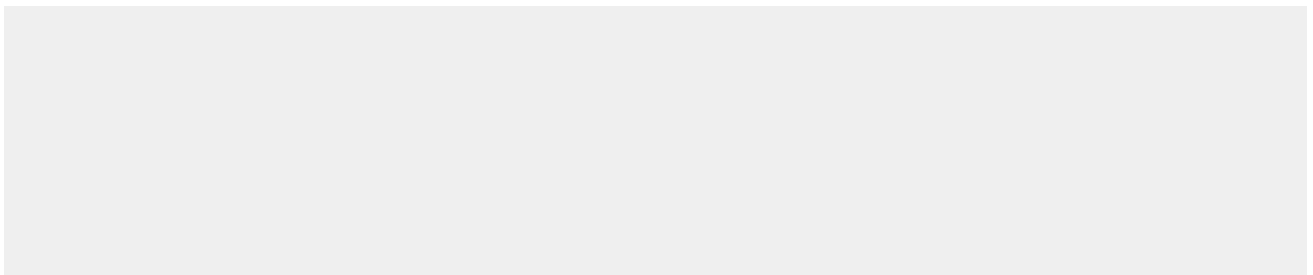
10. *What problems do your brand face?*



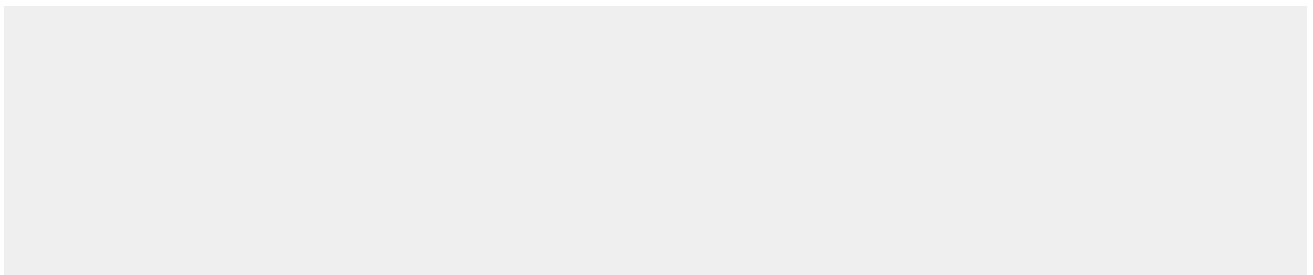
11. *How does your brand differ from other brands in your industry?*



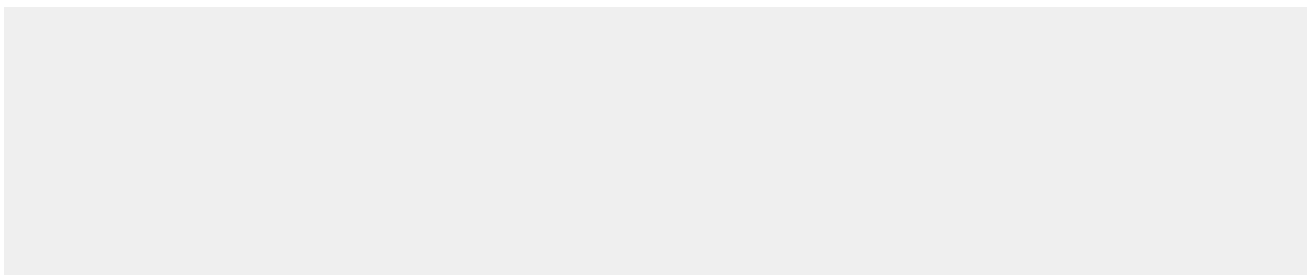
12. *Why should someone choose your brand over another? Describe the value your brand adds to your clients (Value proposition).*



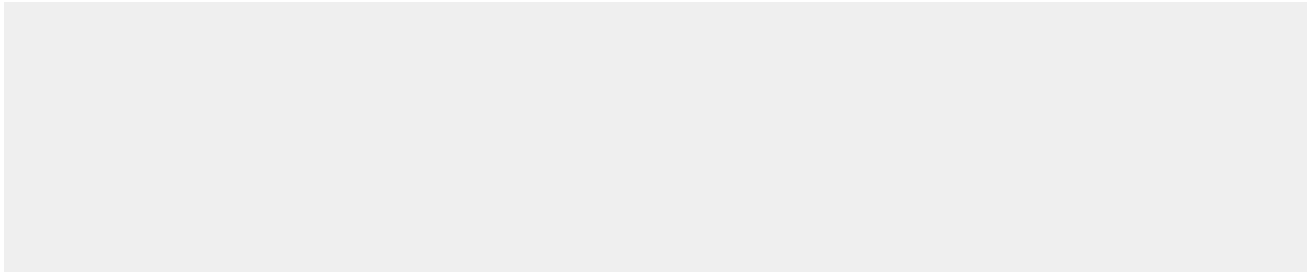
13. *Who are your competitors? How are these brands better than you?*



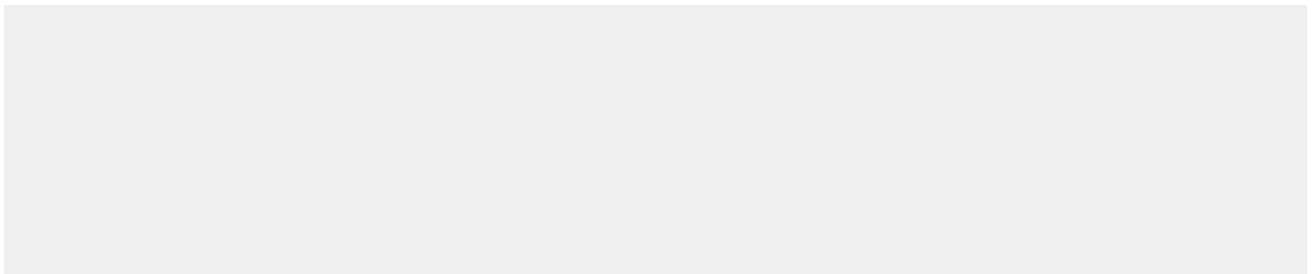
14. *List examples (images/links) where you've seen fonts and typography that you liked.*



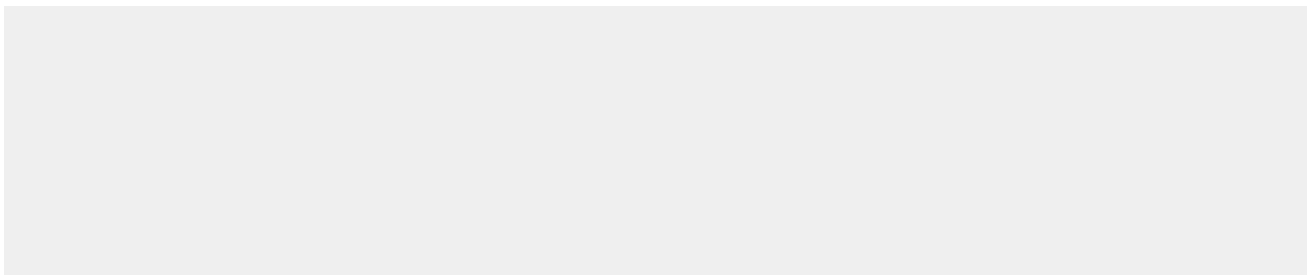
15. Do you have any color preferences? What colors should be avoided? Include examples (images/links) of colour usage that you liked.



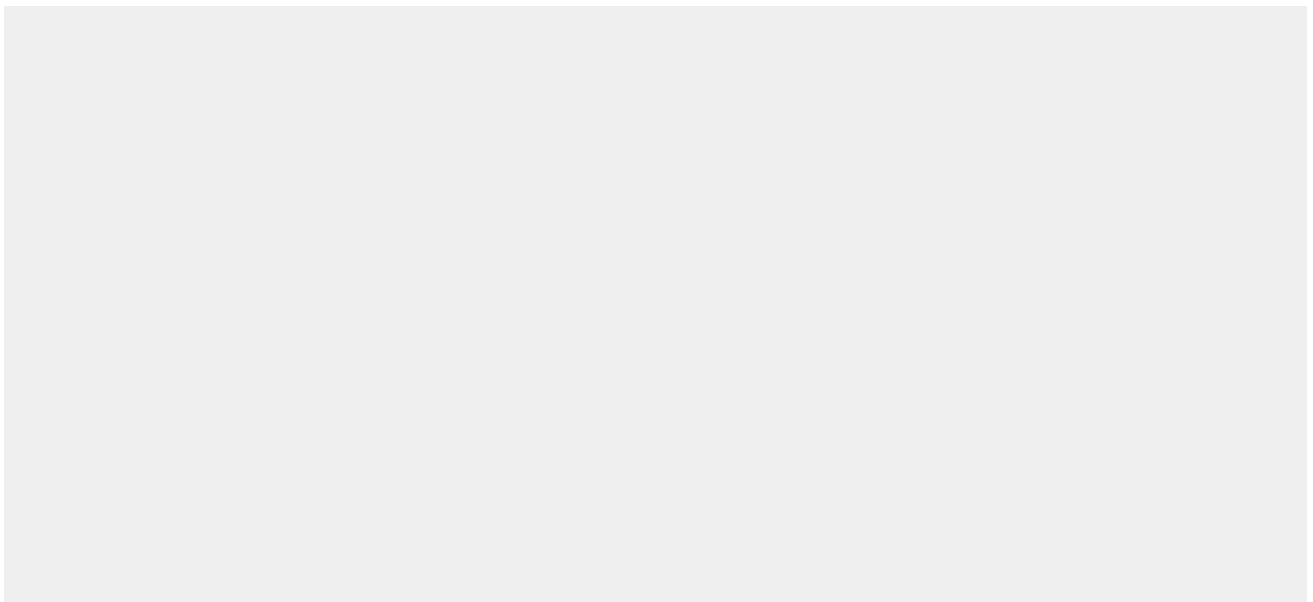
16. What three brands do you love and why?

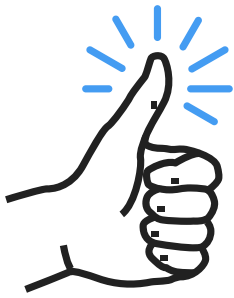


17. List what you would like to preserve from your current brand if any and explain why.



18. Share any additional details or considerations about your project.





You have reached the end of the questionnaire

Congratulations!

If you are able to answer most of these questions with ease, well done! You now have the ingredients to create an awesome brand!

If you struggled with some of them or are unhappy with some of your current answers, no worries. You now also have the insights to help shape your brand and steer it in the direction you truly want.

For more helpful resources to help you in your branding journey, visit www.doers.sg/resources or share with us what other resources you are interested in by dropping us a mail at hello@doers.sg



Need a helping hand for your brand or building a great website for your company?

Just drop us an email at hello@doers.sg to set up a meeting or visit our website at www.doers.sg to find out more about us and the clients we have helped.

We look forward to working with you hand in hand ☺