

BLOOMING PIXEL CREATIVES

A boutique creative agency

Branding Questionnaire

1

Who Are You?

Business Name

What do you do
and why?

Do you have
short term goals?

What about
long term?

2



Your Values

Do you have a motto or slogan?

Yes,

Not Yet.

What is your mission statement?

Does your company have established traits or values ?

3

Your Audience

Who is your target demographic?

Be specific.

What problem do you solve for this demographic?

Share five words that describe your ideal client?

- 1
- 2
- 3
- 4
- 5



4

Why you?



How do you want people to feel when they work with you?

Why will people refer friends to you?

Why does your ideal client pick you?

5

Your Expertise

Why are you qualified to do what you do?

Do you have any stats, reports, degrees, etc. to back you up?

What is your proudest accomplishment in your field?

6

Your Image



What colors do you love?



Colors you hate?



What fonts or kinds of fonts do you love?

Do you have a logo already?

- Yes
- No

If so, which fonts are used?

7

Design Fun

Which words resonate with you the most?

- | | |
|---|--|
| <input type="checkbox"/> Colorful | <input type="checkbox"/> Minimalistic |
| <input type="checkbox"/> Feminine | <input type="checkbox"/> Masculine |
| <input type="checkbox"/> Light | <input type="checkbox"/> Dark |
| <input type="checkbox"/> Serif | <input type="checkbox"/> Sans Serif |
| <input type="checkbox"/> Outgoing | <input type="checkbox"/> Reserved |
| <input type="checkbox"/> Image Heavy | <input type="checkbox"/> Text Heavy |
| <input type="checkbox"/> Images w/ people | <input type="checkbox"/> Images w/ objects |

Any other fun ideas?

8

Copywriting

How do you want people to feel when reading your copy?

What action would you like people to take after reading the copy on your site?

What are common questions people have about your product or service?

Include answers, too.

What are common sources of hesitation when potential clients are considering your products or service?

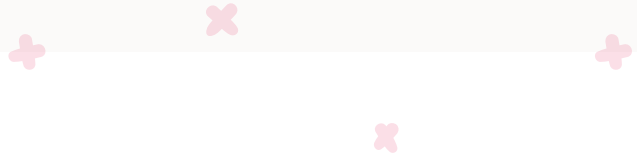
Is there a brand whose copy you admire or enjoy?

Yes,

Not Really.

Whose copy do you *not* relate to?

Not Sure.



9

Your Voice

Who are you?

Are there any expressions that are uniquely you?

What is a *successful project* to you ?

What is your communication style like?

10

Your Rivals



Who, in your field, are you frequently compared to?

What are some brands that you find aesthetically pleasing?

- 1
- 2
- 3

Give three examples.

Why?

What about brands you find aesthetically unattractive?

- 1
- 2
- 3

Why?



11

Your Assets

Do you have any brand videos?

- Yes
 No

Which pages would you like included on your site?

- Home Testimonials
 About Contact
 Services Shop
 Pricing Portfolio

If others, explain...

12

Get Social

Where can you be found online? Give us your links!

Click here to acknowledge that you understand our asset delivery policy.

Facebook.com/

Youtube.com/channel/

Linkedin.com/in/

Twitter @

Instagram @

13

Website Info

Do you have a Google analytics account already?

- Yes
- No

Fill out if applicable.

▶ <input type="text"/> <i>PayPal Username</i>	▶ <input type="text"/> <i>Venmo Username</i>
▶ <input type="text"/> <i>Domain Registrar Username</i>	▶ <input type="text"/> <i>Password</i>
▶ <input type="text"/> <i>Hosting Username</i>	▶ <input type="text"/> <i>Password</i>
▶ <input type="text"/> <i>Website Builder Username</i>	▶ <input type="text"/> <i>Password</i>
▶ <input type="text"/> <i>CRM Username</i>	▶ <input type="text"/> <i>Password</i>

How often would you like to receive updates on the progress of your work?