

the
bespoke
BRAND DESIGNER
⊞
captivate your audience

CLIENT QUESTIONNAIRE.



Please take some time to sit down with a cup of something you love and look through the questions below at your leisure.

This exercise is designed to get you to really think about the core elements of your business which I will work hard on to reflect beautifully within your brand identity.

1. Your company name:

2. The nature of your business:

3. What words best describe your business values and beliefs? I.e dependable, authentic, professional, etc...

4. What sets you apart from other businesses in your field and makes you fabulous?

5. Who is your ideal client? Average age range, occupation, male/female/both male and female, where they may like to shop, interests and what matters to them...

6. What words best describe the emotions / feelings / image you wish your branding to evoke in clients, for example; contemporary, classy, elegant, professional, approachable, modern, feminine, masculine, efficient etc...

7. Are there any other brands you admire creatively and/or professionally?

8. Do you have a particular colour scheme in mind?

9. Anything else you would like to mention?

Thank you so much for completing this questionnaire.

Hopefully it has, given you a chance to get all of your thoughts down on paper as a reference for yourself... for me it is a great way to get to know you and your business and therefore create a brand with you that represents you authentically and captivates your audience.

Cathy x

