

# Branding questionnaire

## Strategy and development

If you're in the process of starting your business and need help with branding or, if you're thinking about rebranding your established business, this is the perfect starting point. Over the next two pages, you'll find twenty questions that will help you build an effective branding strategy.

By answering each question, you'll not only leave with a better understanding of your business but you'll have completed the first step in our logo and branding design process. Yay!

**Name of your business:** Registered or trading name

**Describe your business and products/services you offer:** What do we need to know?

**Describe your starting point:** How did you get into this business?

**Describe your brand vision:** What are the ideas behind your brand?

**Describe your brand values and personality:** What are the characteristics?

**Target market/Audience:** Who is your brand aimed at? What's their age, income, gender, location etc.?

**Goals for short-term (6-months), mid-term (12-months) and long-term (24-months):**

What are you working towards?

**Brand strengths and weaknesses:** What is your brand good at and what needs improvement?

**Competitor brands:** Which brands are similar to yours and target the same audience?

What are the strengths and weaknesses of these competitors?

**Brand's unique selling point and positioning:** What sets you apart from your competitors

**Brand tone and messaging:** How do you want your brand to sound and what is your message?

**Brand look and feel:** How do you want your visual communication to look and feel? What emotions must it bring across?

**Colour palette:** Which colours would work well for your brand? Which colours do you want to avoid?

**Your dream client:** What are their values and interests?



**Solutions driven:** What problems will you solve for your clients?

**Marketing toolkit:** Your checklist for marketing initiatives you'd like to focus on eg. Website, social media, blog etc

**Content marketing strategy:** How will you connect with and retain your audience, and drive consumer action?

**Think of 3 words that captures your brand best:** Eg. Honest, friendly, quirky, creative, luxurious, youthful

**Brand personality:** What emotions do you want to evoke with your branding? eg. Happiness, trust, pride, belonging

**Reference brands:** Name 3 brands that you feel align with your brand's aesthetic and business goals

How does this make you feel? If you're ready for the next step, email us at [info@thepencilbox.co.za](mailto:info@thepencilbox.co.za).  
Or if you have any questions about our questions, feel free to reach out.