

expressing**DESIGN**

Brand Kick-Off Questionnaire



Hi there!

Let's just start by saying... you should be so proud of yourself! If you are filling this questionnaire, chances are you've either decided to start a new brand or you are growing your current one! Kudos to you!

Please take the necessary time to sit, relax and concentrate to fill this questionnaire as this will be our preliminary guide for the branding work we do with you.

We're excited to learn more about your brand and can't wait to help your baby grow!

HOW TO FILL THIS QUESTIONNAIRE

You can fill out this questionnaire by simply opening it up on adobe acrobat, filling the answers and saving the document.

If you do not have adobe acrobat and you prefer to simply fill out the answers in order on a word document please go ahead and do that.

expressing**DESIGN**



Creative Brief

THE BASICS

What is the name of your brand? (Please spell it the way you would like for it to appear in the logo)

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What products / services do you offer ?

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Do you have any existing material of your brand? (website , packaging, old logo etc...) If so , please share it with us!

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Creative Brief

YOUR AUDIENCE

Who will be interacting with your brand? Got any insights/data to support this ?
We'd love to hear them!

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Creative Brief

YOUR OBJECTIVE

Do you have a specific goal you want to get out of this branding / re-branding?
Discoverability? Credibility ? Audience Shift?

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Creative Brief

BRAND POSITIONING

Who are you as a company ? What do you want your audience to connect with ?
What draws you apart from your competition?

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Creative Brief

THE OTHERS

Who are your main competitors ?

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What other brands or websites do you think are visually stunning? HINT : Think about your personal preference as well as what you think might be a good fit for your brand

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Creative Brief

5 ADJECTIVES

What are you ?

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What are you not?

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Creative Brief

THE DESIGN

If any, please supply a brief description of the design you have in mind - List any elements you would absolutely like to use in your identity (if applicable). It's also OK to just trust us with this ;)

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Do you have any color preferences, or existing brand colors that need to remain? (Or any absolute no-go 's?)

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Creative Brief

Any additional details or creative considerations you would like us to take into consideration ?

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THE DESIGN

Where will your new brand identity primarily be used? (Print, web, packaging, merchandise , etc) Please be as specific as possible

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Creative Brief

MOODBOARDS

Is there an illustration style you absolutely love ? A type-treatment you're obsessed about? A color palette that's been on your mind for a while ?

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Please feel free to make and share a Pinterest board (or really any kind of mood-board / references) to lina@onlychildesign.com. - Don't forget to tell us what you love about each image!

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Please submit this questionnaire to expressingDESIGN@gmail.com

Thank you for trusting us with your brand!

Please submit this questionnaire to [expressingDESIGN@gmail](mailto:expressingDESIGN@gmail.com)

