

Branding Q+A Form

The following questions will not only provide us with a clearer appreciation of your needs, but can also give you valuable insight into the purpose and meaning behind your brand. Feel free to fill out as many of the questions as you like:

COMPANY:

CONTACT:

TEL#:

EMAIL:

WEBSITE:

ADDRESS:

BACKGROUND INFORMATION

1. In a sentence or two, describe what your business does. *(eg. Medium-sized company providing dog-walking and pet spa services)*
2. What is your primary product / service / purpose? *(eg. Reusable packaging, green alternative strategies & production methods)*
3. Who are your clients? *(eg. Computer savvy, knowledgeable, retail end-user groups)*
4. Who is your competition? *(eg. Apple, Dell, Sanyo & Samsung)*
5. What sets you apart from your competition? *(eg. Only direct supplier of custom built skylights in Vancouver)*

CORPORATE ID + BRANDING

1. What values should your branding communicate?

STRONG MODERATE NEUTRAL MODERATE STRONG

MODERN

CLASSIC

SIMPLE

COMPLEX

CASUAL

FORMAL

PLAYFUL

SERIOUS

FRIENDLY

CONSERVATIVE

FEMININE

MASCULINE

LUXURIOUS

ECONOMICAL

SUBTLE

OBVIOUS

YOUNG

MATURE

2. Do you have a colour preference?
3. Do you currently use a tag line or slogan to support your branding?
4. If possible, describe what you like in a logo.
Are there other brand identities that you like?
5. If your brand was a car, what kind would it be?
*SHARKBITE would be a **Chevy Volt plug-in hybrid**. (contemporary, innovative, efficient)
We would not be a '78 Trans Am, an AM Pacer or a John Deere tractor*
6. If your brand was a beverage, what kind would it be?
*SHARKBITE would be a **Match Latte**. (energetic, vitamin-rich, refreshing)
We would not be a cup of black coffee, a sugar-rimmed crantini or 4 Red Bulls with a shot of Jack.*
8. Are you working within a budget? Sharing this at the onset can often help better determine a working strategy.
Do you have budget limits?
9. Is there anything else you want to add?