

# FRANKBRANDS

This is our logo identity  
design brief questionnaire

**Below you will find a questionnaire which is the first stage of logo identity development. It is meant to help gather information about your business for the development process.**

**Please try to give accurate, thoughtful and detailed replies to the questions. Your replies will help us gain valuable insights on your company, the business you conduct, and your customers, as well as your taste and personal preferences.**

**Your replies will help us formulate goals your new logo will be required to achieve and also design the very best strategically positioned logo.**

## **THE BENEFITS OF DISCOVERY**

The Discovery Process organizes all of the business goals & requirements as well as brand considerations into a single document. It enables successful collaborations, and helps yield targeted solutions to reach your audience with laser precision.

Answering the questions below will offer insight into your strategic and business goals, help us both determine a logo direction that fits your company, and most importantly, one that speaks directly to your customer.

Skip any questions that clearly do not pertain to your needs, but please answer as many questions as possible. The more you share, the better job I can do for you.

Thank you!

TO FILL IN THIS DOCUMENT, YOU NEED TO **DOWNLOAD THIS PDF FILE** TO YOUR COMPUTER. DO NOT FILL THE FORM IN A BROWSER WINDOW - THE DATA WILL NOT BE SAVED!

## **YOUR BUSINESS** page 3 of 7

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Please indicate your time line needs. Do you have a hard deadline to meet for completion?

Please explain what your business offers (products or services, or both). Please also include general information such as years in operation, location, number of employees, etc.

What is your 10 second "elevator pitch?" Please describe your business in one sentence.

What are your business short term, medium term and long term goals?

What do you want your new logo to achieve?

Your main competitors - provide 5+ website URLs.

Your main competitors - how do you differ from them?

## YOUR BUSINESS page 4 of 7

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What do you most like about your competitor's branding? What are you envious of?

List the key characteristics that make your Service or Product unique. Your USP (Unique Selling Position). Why should someone choose you over one of your competitors? Identify substantive differences between you and your competition..

Your image. Use adjectives to describe your desired business image.  
Eg. Highly corporate, professional, friendly, high tech, serious, established, fun, family, business, elite, expensive, inexpensive, exclusive, trendy, big, small etc.

Who are your potential clients? Young, old, traditional, stay-at-home dads, investment bankers... who are they? Include age, gender, education level, demographics, etc. Try to visualize them in your mind as individuals with needs. Please provide a brief description of your primary and secondary target audiences.

Where and how will your business be publicised?

Additional comments/suggestions for us to keep in mind

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## YOUR LOGO page 5 of 7

What stylistic approach would you prefer? Here are the basic types of logo.

### 1. Wordmark Logo Design

These are uniquely styled text logos that spell out the company or brand name. Many times, custom fonts are created specifically for brands to use across all their marketing and branding collateral.



### 2. Lettermark / Monogram Logo Design

Lettermarks are exclusively typographic. They use a symbol representing the company through the use of its initials or the brand's first letter. Many companies choose to use this type of logo because their initials can better graphically illustrate the company better than the full name (name is too long), the name is hard to pronounce, or it's just not distinct enough to carry its own weight.



### 3. Emblem Logo Design

An emblem logo encases the company name within the design. Some examples include Starbucks, the NFL and Harley-Davidson Motorcycles.



### 4. Symbol / Icon or Brandmark Logo Design

Please specify any colours or imagery or styles that you believe will resonate well with your target audience. This is not your personal favorite colours, this is what your audience will best respond to.



### 5. Combination Mark Logo Design

These logos combine a wordmark and a symbol or icon to give the flexibility for the use of either or both elements across a variety of applications. A well-designed combination mark looks just as good with the elements separate as it does with them together.



Choose the design approach you wish to take for your logo

## YOUR LOGO page 6 of 7

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Do you have a specific idea in mind for your logo? What do you like? List any logos and/or design styles or links to things you like and describe why

Please specify any colours or imagery or styles that you believe will resonate well with your target audience. This is not your personal favourite colours, this is what your audience will best respond to.

Are there any colours that you do not want to use?

Please choose the font types that are most appealing to you. Please note, you aren't actually choosing what will be used in your logo, this is just to give us an idea of what you like so we can create something even better!

1. Sans serif

2. Serif

3. Script

★. CONCEPTUAL

5. Slab Serif

6. Handscript

List 3-5 logotypes you love. Try to mention why you like these logos.

List 3-5 logotypes you hate. This will streamline the process and save wasted time. Why do you not like them?

## STRATEGY page 7 of 7

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**Some of our clients are funded start-ups, some are established companies. Both can benefit from establishing or revisiting a Strategic approach to their brand. Without a sound strategy, it's all guesswork and conjecture.**

### **Brand Strategy**

The goals of Brand Strategy are to develop a concise and cohesive brand strategy document that encapsulates your brand's core Promise, Position, and Personality to attract your ideal client(s). Both established businesses and start-ups alike benefit from this Strategic exercise. Let us know if you'd be interested in this Brand Strategy service, and we will include it as an optional add-on to the estimate.

### **Scope Definition**

If we did not address everything, please take this opportunity to list out what your needs are in totality: . Stationary, Website Design, Print Collateral, Packaging Design, Advertising, Brand Strategy, Social Media Covers, e-Newsletters etc. Because we can deliver all these services.

### **Clarity of Goals**

What would constitute a successful project? What are the expectations.

Once you have answered the above questions, please save and send as an email attachment to [hello@frank-brands.com](mailto:hello@frank-brands.com). You can just hit the SUBMIT button on the left.

THANK YOU!

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