

BRANDING SESSION QUESTIONNAIRE

Help me help you by answering a few questions...

1. What is the name of your business?
2. In one sentence, how would you describe your business services and/or products?
3. Name three other businesses (whether industry related or not) whose website/social media aesthetic inspires you. Please link to websites and/or social media.
4. Who is your ideal client? Be specific.
5. List 2-3 colors that reflect your brand aesthetic.
6. List 3-5 words that reflect your brand aesthetic.
7. What are your brand's personality traits (fun, moody, sexy, confident, bright, gentle, etc.)?
8. What are your hobbies and interests? What do you do during your free time?
9. Where do you do your work (ex. home, office, coffee shop, collaborative spaces, etc.)?
10. Where do you plan to use your branding and lifestyle content (Instagram, Pinterest, website, etc.)?
11. Do you prefer horizontal or vertical images, or both?