

Corporate Identity Funsheet!

Questions about perception and feeling for your new business identity.

- 1) What are the key reasons a customer chooses your company?
(cost, value, services, products, skills, experience)
- 2) What do you want your branding to say to people who come across it and know nothing about your company?
- 3) What is your company's competitive advantage?
- 4) Who is your target audience?
- 5) Describe your typical user?
- 6) Who is your competition?

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7) Do you have a tag line? If so, would you like it stated along side your logo?

8) Use a few adjectives to describe how a person should perceive your brand/company/logo.
(Examples include prestigious, friendly, fun, innovative, modern, feminine)

9) Is this different than your current image perception?

10) List the URL of any logos you find compelling, competitors or not

https://

What specifically do you like about this logo?

https://

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https://

What specifically do you like about this logo?

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11) Do you have any color preferences, or existing brand colors?

12) Do you have any colors that you do NOT wish to use?

13) How do you prefer your brand/logo to be worded or written out?
(Example: Spoonful, Spoonfull, Spoon Full)

14) Do you have any specific imagery in mind for the logo?

15) What are key words for your company image?
(Example: Elegant, fun, feminine, caring, fast, cheap, relaxing, romantic, ect)