



BRANDING DESIGN BRIEF

To better serve you, we need to understand who you and your business are. The questions listed, are designed to educate us on your business so we can provide a comprehensive proposal.

BUSINESS INFORMATION

Business Name *If you need help with business naming, please check this box.*

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DBA Name (if applicable):

Business Address

Address Line 2

City **State** **Zip Code**

Business Phone

Business Email

Website Address **http://**

CONTACT & BILLING

First Name

Last Name

Direct/Cell Phone (for Our Use Only)

Email

Billing Address

Address Line 2

City **State** **Zip Code**

BUDGET & DEADLINE

What is your expected budget \$ _____ Sharing your budget range, allows us to quickly assess if your desired branding aligns with your budget (Option A) or if it's achievable with some adjustments (Option B). This saves you time by avoiding proposals outside your range. Knowing your budget helps us tailor a proposal that reflects your needs and avoids any surprises.

Deadlines Matter Too – Launch by Date _____

Do you have a target launch date for your brand, perhaps coinciding with a product launch or seasonal event? Sharing this timeline allows us to determine how we can meet your requirements.

BUSINESS DETAILS

Industry _____

Services & Products Offered _____

What size is your business? (*# of locations, how many employees, etc.*)

Locations of Services Offered

- Local (*Cities Served*) _____
- Statewide (*States Served*) _____
- Nationwide
- Global

List your Competitors? _____

Marketing Purpose - What marketing goals are looking to achieve right now?

- Find New Customers
- Find New Employees
- Expand Business Service Areas
- Expand Services/Offerings
- Change/Add Target Customer
- Brand Announcement/Introduction

Target Customers - Who does your business serve?

- Other Businesses B2B
- Children Consumers
- Couples
- Adult Consumers
- Families Consumers
- Pets
- Other

Gender Target

Who is your Target Audience?

- Male
- Female
- LGBTQ
- N/A -EVERYONE

Sales Delivery

How do you sell your services or products to your customers?

- Online/e-Commerce
- Trade-Shows/Markets/Events
- Brick & Mortar Store
- In-Home Demonstrations

Social Media

What Social Media Platforms are you using? *(Please list usernames)*

- Facebook _____
- Instagram _____
- Twitter _____
- Pinterest _____
- Snapchat _____
- LinkedIn _____
- YouTube _____
- TikTok _____
- Other _____

Advertising

What are your current forms of advertising? *(e.g., Signage, EDDM (Postcard) Mailers, Online Ads, Magazines/Newspapers, etc.)*

BUSINESS IDENTITY

What is your **Brand Personality/Voice**?

- Sincerity:** This brand personality evokes feelings of warmth, trustworthiness, and authenticity. Examples: Patagonia, Hallmark
- Excitement:** This brand personality is all about energy, adventure, and fun. Examples: Red Bull, GoPro
- Competence:** This brand personality emphasizes expertise, reliability, and security. Examples: IBM, Mayo Clinic
- Sophistication:** This brand personality conveys luxury, elegance, and prestige. Examples: Rolex, Chanel
- Ruggedness:** This brand personality is associated with durability, strength, and outdoor adventure. Examples: Jeep, The North Face

What is your **Brand Story**? _____

What are your **Brand Values**? _____

What makes your **Brand Different**? _____

What is your **Mission Statement**? _____

What is your **Vision Statement**? _____

What is your **Tagline**? _____

How would you describe your business using "**One Word**"? _____

Why are you in business? What need are you fulfilling, or problem are you solving?

Why should I choose your business over your competitors?

What are the strengths and weaknesses of your business?

Where do you see your business in 5, 10, or 50 years? What do you want your business to be known for?

DESIGN NEEDS

GRAPHtography can offer all types of design services. *(Please choose all that apply and use the spaces provide to give us more details).*

- Logo Design or Re-Design
- Branding or Re-Brand
- Website Design or Re-Design *(Please download our Website Design Brief)*
- Print Design
- Printing (Stationery, Business Cards, Brochures, Flyers, etc.)
- Expo/Trade Show Booth Design
- Apparel/Uniforms/Staff Attire *(Screen Printing, Embroidery, etc.)*
- Storefront Signage/Custom Signs
- Vehicle Wraps and Fleet Graphics
- Marketing Collateral *(Digital or Print)*
- Promotional Products/Giveaways
- Social Media Marketing
- PowerPoint Decks or Presentations
- Other Graphic Design *(Not Listed)* _____

BRANDING & DESIGN DEEP DIVE

The following questions will help us to understand how to use your branding throughout the website design. If you have a Brand Guide, please forward the guide to Info@GRAPHtography.com and skip this section.

Initial Branding

- Re-Branding** *(Tell us what you like, or dislike about existing branding. What can be improved? Are there any elements you want to retain?)*

- Complete or **Add to Existing Branding** *(Please send us your Brand Guide and describe your wants below)*

- Co-Branding** with sister companies *(Share details about how you wish to Co-Brand, and share your Brand Guide for the other company, if applicable)*

COLOR PALETTE

Have you chosen color palettes for your Brand? Yes No

List your **Brands Color Codes** *(HEX # / CMYK / RGB / HSB / Pantone)*

If you don't know the color codes, or haven't chosen colors, please provide us with images of your color preferences, feel free to list colors you like here:

List Colors you **Dislike** or wish to stay away from

TYPOGRAPHY

What **Typography/Fonts** have been chosen for your brand? _____

Did you purchase the license to the use the typography commercially or have you chosen royalty free typesets?

LOGO DESIGN

Existing **Logo or Artwork Files** available? (*Artwork files end in .ai or .eps*)

Yes No (*if you don't have artwork files, they will need to be recreated*).

Where will your Logo and Brand be used primarily?

- Web
- Print
- Both

Are there any design elements you wish to retain from the original design, or list design elements you prefer to see in the Logo Design or Branding complimentary elements. Perhaps you've seen designs that intrigue you? Please share those details and images with us:

What is your preference regarding icons, symbols, typography, characters? What restrictions, if any, might there be for the overall brand or logo design? (e.g., No Red, No Thin Lettering, etc.)

MARKET RESEARCH

Have you had **Market Research** Performed? Yes No

If Yes, please share the results with us so we can better serve your business,

If No, are you interested in having **Market Research performed**? This is an essential tool that will help identify your competitors and key details about their efforts, data about your target customers demographics as well as other information to help you make the right branding and marketing decisions.

- Yes, I'd like to learn more!
- No, Let's wing it!

