



BRAND STRATEGY INTERVIEW

1. Your name? _____
2. In a few words what type of business are you in? _____

3. What is your mission? _____

4. Who are your biggest competitors? _____

5. What sets you apart from your competition? _____

6. What do you think you or your business stands for? _____

7. What are your business goals? _____

8. Describe the service you offer your customers? _____

9. In the future, what type of customers would you like to attract? _____

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10. If you were to describe your business as a friend what personality traits would you use?

11. If your business was car, what type would it be and why? _____

12. Name a few artists, brands or companies you admire. _____

13. Any additional comments? _____

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BRANDING SCOPE OF WORK (MINIMUM REQUIREMENT)

1. **Brand Strategy:** Discovery, competitive research, white space analysis, business goals, core values, personality, tone, mission, vision and manifesto.
2. **Logo Exploration and Logo Suite:** Exploration of logo options based on the finalized brand strategy. Typically includes two rounds of feedback and delivery of the final logo and logo mark suite in 4C, B&W, greyscale and reversed out in vector, jpeg and png formats.
3. **Brand Identity:** Color palette, typography, imagery and overall brand look and feel. The brand identity will be shown through a variety of touch points and contextual applications.
4. **Stationery Suite:** Business cards, letterhead, envelope and email signature.
5. **Website:** Design and development including discovery, research, sitemap, style tiles, homepage and inner page designs, project management, site development, Q/A and testing, and pushing live of the final site. The site should be optimized for desktop, laptop, tablet and mobile.

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