**Design/Branding Brief Questionnaire**

This questionnaire is designed to help you! It lists a series of questions that will help us to better respond to your marketing needs, define the project goals and estimate the cost.

Please answer the questions to the best of your ability, by keying in to the right of each question. Leave   
blank anything that does not apply. When you have completed the questionnaire, email it back to us so   
we can discuss your project in further detail. Please email the completed questionnaire back to us at [info@markygenterprises.com.au](mailto:info@markygenterprises.com.au)

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| **Document Date:** |  |  |
| **Project Name:** |  |  |
| **First Concept Required:** |  |  |
| **Company:** |  |  |
| **Primary Contact:** | **Name:**  **Position:**  **Address:**  **Tel/Mobile:**  **Email:** |  |
| **Secondary Contact:** | **Name:**  **Position:**  **Address:**  **Tel/Mobile:**  **Email:** |  |
| **Project Stakeholders:**  List the person/s who will be responsible for each responsibility. | **Billing:**  **Manager:**  **Design:**  **Content:**  **Images:** | |
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**Requirements**

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| **Project Budget**  Please outline what your project budget expectations are, if any. |  |  | |
| **Deliverables**  Please list the items you require us to design and create for you.  Eg. logo, style guide, brochure, website, business cards, email footer etc. |  | |  |
| **Time Frames**  Please list the deliverables above with any critical completion dates. |  | |  |
| **Other Requirements**  Please specify. |  | |  |

**Marketing Position & Direction**

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| **Company Background**  Insert any relevant background information of company. Describe what your company does. How long have you been in business, how many employees? Etc. |  | |  | |
| **Product / Service Information**  Insert any relevant product/service information here – why it’s different from anything else on the market. What is unique or exclusive about your products? Why do people choose your products above your competitions? Etc. |  | |  | |
| **Solution**  What problem are you solving for consumers? |  | |  | |
| **Pricing**  Do you have a pricing strategy for your product or service? |  | |  | |
| **Process**  Do you have a process established for the customer buying experience? |  | |  | |
| **Market Position**  Upper or lower end regarding quality, pricing, deliverables and perception. |  | |  | |
| **Customer Views**  Please explain the views of your customers for example, Reliable, Friendly, Traditional, Fast turnaround, Responsive, Experienced, Quality or Quantity etc. |  | | |  |
| **Competition**  Please list your immediate and broader competition including company names, website addresses or reference material that you think might be relevant. | |  | |  |
| **Target Market**  Please describe the target audience, desired target market, demographics and main market sectors. | |  |  | |
| **Broader Audience**  Please describe all other market areas that would be worth approaching to promote your products or services. | |  |  | |
| **Single Proposition / Key Message**  What is your key message or proposition for the communication (short as possible). | |  |  | |
| **Broad Goals**  Please explain the broader business goals you would like us to help you achieve (ie. launch a product and build awareness). | |  |  | |
| **Marketing Objectives**  Please explain more specifically the marketing objectives you would like us to help you achieve (ie. 10% return on capital investment in 1 year). | |  |  | |
| **Marketing Channels**  Projected marketing channels. Website, social media, influencers, paid online, SEO, print, publications, public relations, radio etc. | |  | |  |
| **Call to Action**  Please explain what it is you would like your potential customers to do once they have seen your marketing material or website. | |  |  | |

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| **Current marketing material**  Please list the current marketing material and campaigns that you are actively pursuing at the moment that we will need to make allowances for.  • Are examples provided? |  |  |
| **Trademarks**  Are there any trademark areas we should be aware of:  • Competitors logos steer clear of?  • Names & graphic elements to   avoid?  • Do you require the new logo or   brand to be trademarked? |  |  |

**Logo Design**

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| **What logos do you like?**  Please paste examples to the right and explain why you like them. |  |  |
| **What logos do you dislike?**  Please paste examples to the right and explain why you dislike them. |  |  |
| **What characteristics would describe your preferred logo?**  Eg. Modern, stylish, traditional, established, professional, conservative, natural/earthy, environmental, fresh, fun, elegant, artistic, sophisticated, funky etc. |  |  |
| **Are there any other words you would like to use to describe the required look?** |  |  |
| **What colours would you prefer to see used in your logo?**  If possible name Pantone colours. |  |  |
| **Do you have an existing company logo?**  If possible paste the logo to the right and explain what you would like to retain. |  |  |
| **Do you have any specific graphic elements or imagery in mind for your logo?** |  |  |

**General Design & Branding**

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| **Do you have a preferred design style, colours etc?**  Please give examples and explain your reasons if relevant. |  |  |
| **How would you describe the personality of your brand?**  Eg. Modern, stylish, traditional, established, professional, conservative, natural/earthy, environmental, fresh, fun, elegant, artistic, sophisticated, funky etc. |  |  |
| **Have you considered the tone of voice your brand may use?**  Eg. Serious, informative, casual, friendly, chatty, endearing, sophisticated, up beat, personal, corporate, authoritative etc. |  |  |
| **Do you have any core values that would describe your brand or business?** |  |  |
| **Do you have an existing company logo?**  If so, please paste to the right. |  |  |
| **Do you have an existing branding style guide?**  If so, please provide this to us in an email and explain what you would like to retain or change. |  |  |
| **Do you have any specific graphic elements or imagery in mind for your branding?**  If so, please paste to the right or provide to us in an email. |  |  |
| **Are their any design elements you would like to avoid?**  Please give examples. |  |  |