



BRAND QUESTIONNAIRE 2020



## BRANDING PROCESS

It's not easy for a business owner to look within and come up with a brand identity. That's where the extensive research, auditing, brainstorming, design work, etc. is needed. We work closely with business owners to ask the right questions. Then come up with a brand strategy that will give your business a base to promote & market.

### STEPS

#### LEADS

Establish a warm/hot lead. Guide the client to [www.kessellgraphics.com/questions](http://www.kessellgraphics.com/questions) to fill out form. Which gets them thinking about what their company feels & looks like.

#### QUESTIONNAIRE

A list of questions that will educate and guide us to producing the best product for the client and/or business.

#### MEET & GREET

Before we send a proposal with cost estimates, we need to set-up a meet & greet. Whether its a phone conversation or a quick face to face meeting to start building the relationship.

#### CONTRACT & PROPOSAL

This crucial step will Solidify the clients decision to start the production of their branding project. Proposal will include; cost breakdown, goal, timeline, etc.

#### BRAINSTORMING

If possible, we will sit with the client to create a road map. Come up with descriptive keywords, get an idea of target market and demographics. Look at competitors & more.

#### DESIGN

We will create the digital collaterals that support the brand; logo, color palette, typography, stationary, web graphics & more.

#### DRAFTS

The design process is broken-up by 3 phases. Each one getting closer to the final design. Each phase will need approval by the client to proceed.

#### RUN THROUGH

This will be a group effort in search of any last minute tweaks. We will spend some quality time and meet to discuss the final product.

#### PRESENTATION

Not in the clear yet! This extremely important step will help the client see the full potential of their brand. Presentation will need a recorded copy of the entire design process.

**BRANDING QUESTIONNAIRE**

Below is a sample of the web design questionnaire for a potential client.

1. What is the purpose of branding your company? What problem needs to be solved? What will happen if this problem does not get solved?  
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2. Top 5 brands that you like or love and what you admire about them. These can be any brands:  
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3. Your Top 3-5 Values:  
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4. What is your mission? In other words what do you want to do with your values?  
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5. Where do you see your business in 1 year, 5 years, 10 years?  
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6. Describe the nature of your service—in one sentence.  
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7. Who are your primary clients or consumers?  
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8. Who are your main competitors and how do you separate yourself from them? If possible, include the URLs of their web site.  
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9. How do your clients or consumers perceive your company?  
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10. How would you like clients, consumers and prospects to perceive your company when they see your logo mark and other marketing materials?  
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11. What's your deadline?  
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12. If everything goes ideally perfect. What does success look like? Financially? Goals?  
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13. What would you consider failure?  
\_\_\_\_\_
14. What major road blocks would you see interfering with your goal?  
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15. Why did you choose Kessell Graphics?  
\_\_\_\_\_
16. How would you make your decision to move forward?  
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[WWW.KESSELLGRAPHICS.COM](http://WWW.KESSELLGRAPHICS.COM)