



the design unicorn

Bringing magic to your brand

branding questionnaire

branding questionnaire

This questionnaire aims to uncover the essence of your brand, enabling me to craft a visual identity that flawlessly captures the essence of your business.

Over the next few pages we visit:

- 1. It's you!**
Your personal information
- 2. It's business time**
Details about your business
- 3. The project**
Let's look at the scope of your needs
- 4. Target audience**
Who are we communicating to?
- 5. Aesthetic**
Visual qualities that appeal

This PDF can be filled out using Adobe reader, which is available for **free** download via adobe.com



1. it's you!

Full name

Job title

Email

Phone

Address

2. it's business time

Business name (and reason for it)

Overview of your business (products or services offered)

Guidelines (Mission statement and/or business plan)

Key words (at least 3 adjectives that best describe your business)

Brand Personality (let's see where you sit on this scale)

CLASSIC	CONTEMPORARY
ENERGETIC	TRANQUIL
MATURE	ADVENTUROUS
MINIMAL	COMPLEX
FEMININE	MASCULINE
ABSTRACT	LITERAL
APPROACHABLE	SOPHISTICATED
PROFESSIONAL	PLAYFUL
ARTISTIC	FUNCTIONAL

Your competitors (who are they and what makes you different)

3. the project

There are 3 main branding packages available:



SPARK

\$1800 + GST

Everything you need to ignite your brand. Recommended for micro businesses on a budget.

Logo concepts	2
Concept refinement	2
Full logo suite	✓
Canva brand kit set up	✓
Style Guide	Mini



RADIANT

\$3900 + GST

Perfect for growing businesses ready to move beyond the basics, Radiant creates a cohesive, polished identity that stands out with confidence and clarity.

Logo concepts	3
Concept refinement	3
Full logo suite	✓
Canva brand kit set up	✓
Style Guide	Standard
Social media templates	5
Business cards	Standard



LEGENDARY

\$8000 + GST

Designed for businesses ready to lead and stand out, Legendary delivers a fully realised brand identity with depth, strategy, and impact

Logo concepts	3
Concept refinement	5
Full logo suite	✓
Canva brand kit set up	✓
Style Guide	Full
Social media templates	15
Business cards	Luxury
Digital stationery	✓
Email Signature	✓
Brand strategy meeting	✓

Looking for something else? (select options to build your own package)

LOGO DESIGN

BUSINESS CARDS

DIGITAL STATIONERY

STYLE GUIDE

FLYER

SOCIAL MEDIA

SIGNAGE

POSTER

ASSETS

Deadline (do you have a time frame to work to?)

Team (Are there other employees, suppliers or stakeholders involved?)

How are you measuring success for this project?

4. target audience

Age range

Gender

Income range

Location

Interests

Family status

5. aesthetic

Admired brands (Name any brands whose branding appeals to you)

Likes (Do you have any artistic direction you would like to contribute?)

Dislikes (is there anything you don't want to see?)

Colour preferences (List any specific colours you have in mind and why.)

Colour palette (do have have specific palettes in mind?)

PASTELS

EARTHY

OTHER (list below)

BRIGHT

WARM

NEUTRAL

COOL

Typography (Please mark below any of the font styles that you like or think may be suited to your brand. Note: This is not choosing a font for your logo, just giving an indication of the type of fonts you are drawn to)

Sans serif

Aa

Serif

Aa

Slab serif

Aa

Cursive

Aa

Hand drawn

Aa

Condensed

Aa

Wide

Aa

Classic

Aa

Rounded

Aa