



BACKGROUND

1. What is your company name?
 - a. If acronym, what does it stand for?
 - b. Brief concept behind the name?
 - c. Is your company known by more than one name? If so what are the others?
2. What are your missions, goals and objectives?
3. Describe your company's culture, even if hopeful? Please describe your personality with clients?
4. Who is your typical client/target audience? What motivates them?
5. Consider your competitors. What similar product/services are available and how good are they? What are their good and bad features.

AESTHETIC

1. Will the solution need to be expandable (i.e. for other branches or legs of the business?)
2. What do you like about the way your companys visual approach?
3. What colors best appeal to you, in relation to how they reflect your business.
4. What images/colors work against your brand/industry and should be avoided?

GENERAL

1. If you could choose just one point for potential clients/public to walk away with after your impression. What would it be?

Please indicate which words describe the elements your brand:

- | | | | | | |
|------------------------------------|--|--|-----------------------------------|--------------------------------------|-------------------------------------|
| <input type="checkbox"/> fun | <input type="checkbox"/> international | <input type="checkbox"/> bold | <input type="checkbox"/> alive | <input type="checkbox"/> signature | <input type="checkbox"/> active |
| <input type="checkbox"/> exciting | <input type="checkbox"/> local | <input type="checkbox"/> current/now | <input type="checkbox"/> flow | <input type="checkbox"/> edgy | <input type="checkbox"/> protection |
| <input type="checkbox"/> serious | <input type="checkbox"/> approachable | <input type="checkbox"/> nostalgic | <input type="checkbox"/> official | <input type="checkbox"/> traditional | <input type="checkbox"/> strength |
| <input type="checkbox"/> exclusive | <input type="checkbox"/> friendly | <input type="checkbox"/> experienced | <input type="checkbox"/> familiar | <input type="checkbox"/> natural | <input type="checkbox"/> poise |
| <input type="checkbox"/> mature | <input type="checkbox"/> authoritative | <input type="checkbox"/> new/fresh | <input type="checkbox"/> organic | <input type="checkbox"/> solid | <input type="checkbox"/> pure |
| <input type="checkbox"/> youthful | <input type="checkbox"/> universal | <input type="checkbox"/> motion | <input type="checkbox"/> abstract | <input type="checkbox"/> stoic | <input type="checkbox"/> origin |
| <input type="checkbox"/> domestic | <input type="checkbox"/> timid | <input type="checkbox"/> stillness/at rest | <input type="checkbox"/> simple | <input type="checkbox"/> mechanical | <input type="checkbox"/> passion |