



Branding Questionnaire

Welcome to the first step in your brand's transformative journey! I'm thrilled to present you with this Branding Questionnaire, a tool I've carefully designed to delve into the essence of your brand. This isn't just a series of questions; it's a pathway to uncovering the unique identity and potential that lies within your brand. As you navigate through these queries, I encourage you to think deeply and creatively, allowing your true brand vision to emerge. Each question is crafted to provoke thought, inspire insight, and guide you towards a clearer, more powerful brand narrative. Your responses will not only help us understand your vision but also lay the groundwork for a brand strategy that resonates with your audience and stands out in the marketplace. So, take a deep breath, let your creativity flow, and let's embark on this exciting journey together to bring your brand's story to life!

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WWW.LIMANTOURDESIGN.COM

General information

Contact data

Company Name

Address

Postal code / City

Phone

E-Mail

Website data

What is your current (or intended) web address/URL?

Name of your web host (if you have already one)

Deadline for the launch of the site

Project goals

Seo optimized website

Clear design with logical structure

Fast contact option for customers

CMS website required

Reflect up-to-dateness

Need to reach people in many languages

Improvement of the company

Promote new product or service

Sell products

Other goals

What is your target audience?

- Businesses
- Consumer Direct
- Tourists

Which age category is your target audience?

- Children
- 30+
- 50+
- 21+
- 40+
- Senior citizens

Key reasons why the target user chooses you company

(Service, products, prices, etc.)

Do you want to expand your target audience?

More specific features of your customers

Some words about your company

Text input area for company description.

Short description in keywords

Text input area for short description in keywords.

Subsidiaries

Text input area for subsidiaries.

Average number of employees

Text input area for average number of employees.

What kind of products or services do you offer?

Text input area for products or services.

Tell us your USP (*Unique Selling Position*) of your products/services

Text input area for Unique Selling Position.

What proof do you have that your solution is unique and better?

Text input area for proof of uniqueness and better solution.

Marketing

How do people find your website right now?

How does your company currently market itself?

Do you have any social network accounts setup?

Instagram, YouTube, Facebook etc.

Which products or pages are most popular?

Keywords only

How do people find you offline?

Keywords only

Who are your competitors?

Domestically and abroad

Project information

Which is your project timeline?

- Urgent (2 weeks/1 month)
 Priority (2 - 3 months)
 Long term (4 months+)

Would you like the project broken down in phases?

You can even better meet your goals

Project budget

- under \$1,000
 \$1,000 - \$3,000
 \$3,000 - \$5,000
 \$5,000 - \$8,000
 \$8,000 - \$12,000
 more than \$12,000

Design aspirations

- Basic site
 Mid-range design
 High caliber design

How often will you need update your content?

- Hourly
 Daily
 Weekly
 Monthly
 less than monthly
 We do not know

Who should update your content?

- The web developer or agency
 We would like to update it by ourselves

Do you require us to train your employee for updates?

- Yes we do
 No we don't

Technical requirements

- | | |
|---|--|
| <input type="checkbox"/> Responsive basic HTML site | <input type="checkbox"/> Online forum or blog |
| <input type="checkbox"/> Wordpress (Content Management System) | <input type="checkbox"/> Redesign of website |
| <input type="checkbox"/> Mailchimp (Customer Relationship Management) | <input type="checkbox"/> Online Magazine |
| <input type="checkbox"/> E-commerce shop | <input type="checkbox"/> Email design |
| <input type="checkbox"/> Landing page | <input type="checkbox"/> Update of an existing website |

Additional requirements

Special features

- | | | |
|--|--|--|
| <input type="checkbox"/> Database MySQL | <input type="checkbox"/> Uploads / download area | <input type="checkbox"/> Blog |
| <input type="checkbox"/> Video streaming | <input type="checkbox"/> Customer login | <input type="checkbox"/> Image gallery |
| <input type="checkbox"/> Site search | <input type="checkbox"/> Registration | <input type="checkbox"/> Image slider |
| <input type="checkbox"/> Newsletter/ Email sign up | <input type="checkbox"/> Store / Shopping cart | <input type="checkbox"/> Special animation |
| <input type="checkbox"/> Information/request forms | <input type="checkbox"/> Online payment | <input type="checkbox"/> Other |

Resources and Deliverables (What do you need additional?)

- | | |
|--|---|
| <input type="checkbox"/> Stock Photography | <input type="checkbox"/> Style guidelines |
| <input type="checkbox"/> Company photography | <input type="checkbox"/> Graphic design |
| <input type="checkbox"/> Other Artwork / Illustrations | <input type="checkbox"/> Other print collateral |
| <input type="checkbox"/> Text and / or translation | <input type="checkbox"/> Metatags / Description |
| <input type="checkbox"/> Professional logo | <input type="checkbox"/> Font(s) |

Optimization

For which browser do you want to optimize your website?

- | | | |
|---|--|--|
| <input type="checkbox"/> Google Chrome | <input type="checkbox"/> Mozilla Firefox | <input type="checkbox"/> Internet Explorer |
| <input type="checkbox"/> Safari Browser | <input type="checkbox"/> Opera Browser | <input type="checkbox"/> Microsoft Edge |

Optimization for devices

- | | | |
|----------------------------------|------------------------------------|--------------------------------------|
| <input type="checkbox"/> Display | <input type="checkbox"/> Tablets | <input type="checkbox"/> Smartphones |
| <input type="checkbox"/> Laptops | <input type="checkbox"/> E-Readers | <input type="checkbox"/> TV-Screen |

Do you need a barrier-free website?

- | | | |
|---|--|---|
| <input type="checkbox"/> Yes, 100% barrier-free | <input type="checkbox"/> Yes, partially barrier free | <input type="checkbox"/> No, not at all |
|---|--|---|

Keywords for search engine

Tell us your 10 most important keywords

Website title for search engine

Optimal length of the meta description is 160 characters

Website examples

Tell us some competitors websites

Provide a list of websites you like

Best websites that target your audience

Best websites anywhere

Place for additional information

The content

Do you need a service list on the website?

Add all service titles here

Do you need a blog section on your website?

Add the blog titles here

Is a portfolio required on your website?

Tell us all about the content and how many images it should include

What other content is required?

Additional content like testimonials or pricing tables

Branding

What is the meaning behind your business name?

You can use keywords

Why did you start your business?

You can use keywords

What are your long-term business goals? (the next years)

You can use keywords

What is your company currently struggling with?

Additional content like testimonials or pricing tables

Target audience

Describe your dream customer base

You can use keywords

What problems will you solve for your customer?

You can use keywords

How will you connect with and attract your demographic?

You can use keywords

Brand words

Underline all words that suits you

ACTIVE ADORABLE ADVENTUROUS AMBITIOUS ARTISTIC ATHLETIC BOLD BRIGHT BUSY
BUSINESS CALM CARING CASUAL CHARMING CHEERFUL CHIC CLASSIC CLEVER
COLLABORATIVE COMFORTABLE CONFIDENT CONSERVATIVE CONTEMPORARY CONVENIENT COOL
COOPERATIVE COURAGEOUS CREATIVE CUSTOM CUTTING EDGE DARING DAZZLING DELICATE
DELIGHTFUL DETAILED DETERMINED DIRECT DRAMATIC DYNAMIC EAGER EARTHY ECCENTRIC
EFFICIENT ELEGANT ENCHANTING ENDEARING ENERGETIC ETHEREAL EXCITING EXUBERANT
FABULOUS FAMILIAR FASHIONABLE FESTIVE FIERCE FLIRTY FORMAL FRANK FRESH FRIENDLY
FUN FUNCTIONAL FUNNY FUTURISTIC GENEROUS GENTLE GLAMOROUS GRACEFUL HIP HILARIOUS
HISTORIC IMPACTFUL INDUSTRIAL INFORMAL INNOVATIVE INSPIRING INTENSE INTENTIONAL INVITING
IRREVERENT JOLLY JOYOUS LOW MAINTENANCE LIVELY LUSH MAJESTIC MATURE MODERN
NATURAL NOISY NO-NONSENSE NOSTALGIC ORGANIC PLAIN PLAYFUL PLUCKY POWERFUL
PROFESSIONAL PROUD QUAIN T QUIRKY RADIANT REBELLIOUS REFLECTIVE RELAXING RELIABLE
RETRO REVOLUTIONARY ROMANTIC RUSTIC SCHOLARLY SECURE SENSITIVE SERIOUS SILLY
SINCERE SLEEK SMART SOPHISTICATED STABLE STIMULATING STRIKING STRONG STUNNING
SUSTAINABLE SWANKY TIMELESS TRANQUIL TRUSTWORTHY UNCONVENTIONAL UNIQUE UPBEAT
URBAN VERSATILE VINTAGE WHIMSICAL WILD WISE WITTY WISTFUL WONDERFUL VIVACIOUS
YIELDING YOUTHFUL YOUNG YEASTY ZANY ZEALOUS ZESTFUL ZONAL ZIPPY ZYMOLYTIC

Narrow it down to the 5 best fitting words

1.

2.

3.

4.

5.

Logo design

What is the main title of the logo?

Should your logo have a slogan or tagline?

In which business area does your company operate?

What adjectives describe your business best?

Tell us about 10

Are there graphics or images your logo should include?








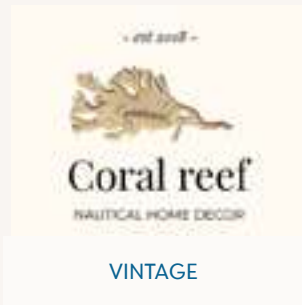




How do you plan to use your logo mainly?

Print, web or both

What font style do you prefer?

- | | | | | | |
|--------------------------|---------------------|--------------------------|---------------------------|--------------------------|---------------------|
| <input type="checkbox"/> | Basic sans serif | <input type="checkbox"/> | Basic serif | <input type="checkbox"/> | Basic slab serif |
| <input type="checkbox"/> | Script Handwritten | <input type="checkbox"/> | <i>Script Calligraphy</i> | <input type="checkbox"/> | <i>Script brush</i> |
| <input type="checkbox"/> | Vintage font | <input type="checkbox"/> | Gothic font | <input type="checkbox"/> | Display font |

Different logo designs

- | | | | | | |
|--------------------------|--|--------------------------|---|--------------------------|--|
| <input type="checkbox"/> |  <p>ONLY FONTS</p> | <input type="checkbox"/> |  <p>LOGO WITH ICON</p> | <input type="checkbox"/> |  <p>INITIALS</p> |
| <input type="checkbox"/> |  <p>WITH MASCOT</p> | <input type="checkbox"/> |  <p>LOGO IN SHAPE</p> | <input type="checkbox"/> |  <p>ILLUSTRATION</p> |
| <input type="checkbox"/> |  <p>FLORAL ELEMENTS</p> | <input type="checkbox"/> |  <p>VINTAGE</p> | <input type="checkbox"/> |  <p>LOGO FEMININE</p> |
| <input type="checkbox"/> |  <p>ABSTRACT ICON</p> | <input type="checkbox"/> |  <p>HANDCRAFTED</p> | <input type="checkbox"/> |  <p>BOHO DESIGN</p> |

Preferred colors



Business style

Solid, historic, conservative, trustworthy, clean and functional



Modern Lifestyle

Powerful warm colors, energy and lifestyle, modern Pantone



Feminine Romantic

Warm, powdery, playful, soft and nude colors

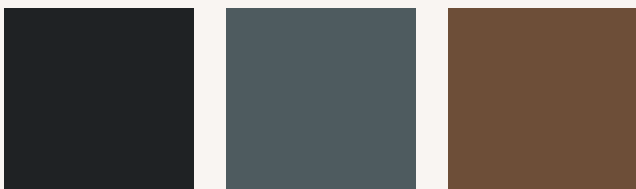


Neutral tones

Clean, faded, grayscale, minimal and Scandinavian



Visual Materials



Visual Materials



Modern Lifestyle
Powerful warm colors



Visual materials



Feminine Romantic
Soft and nude colors



Visual materials



Branding Check List

When approaching brand strategy, the number one question to ask is, "WHY does your brand exist? Be clear on the kind of experience you want your customer to have, and position yourself in a way that promises that experience.

<input type="checkbox"/>	Define your brand <i>What is the authentic vision behind your brand?</i>
<input type="checkbox"/>	Understand your target audience <i>Who are your ideal clients? How and where can you reach them?</i>
<input type="checkbox"/>	Identify your greatest strengths <i>What services are your best? Why should clients invest in them?</i>
<input type="checkbox"/>	Create your brand story <i>How do you tell the people what you do and why you do it?</i>
<input type="checkbox"/>	Find your voice <i>What color palette and font will fit to your company?</i>
<input type="checkbox"/>	Design your individual look <i>What is the best way to present your story and values?</i>
<input type="checkbox"/>	Show consistency <i>Are your branding specifications adhered to on all platforms?</i>
<input type="checkbox"/>	Identify your competitors <i>Why should people invest in you instead of your competition?</i>
<input type="checkbox"/>	Mission and vision <i>What is my brand's purpose, mission and vision?</i>

The Brand formula

Clarity + Personality + Connection.