

DESIGN BRIEF QUESTIONNAIRE

Why We Ask You to Complete Our Design Brief

The design brief questionnaire helps us understand your vision, goals, and preferences, ensuring we create a result that truly shines. By answering these 25 questions, you'll give us the insights we need to craft a design that aligns with your values, captures your brand's essence, and meets your objectives. The more we know, the better we can illuminate the path to your success!

Name & Surname: _____

Date: _____

1. What is the name of your company?

2. Do you have a company tag-line or slogan?

3. What products or services does your business provide?

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4. What are your main business goals?

5. What are your challenges or pain points?

6. What makes your company stand out from others?

7. What is the story behind your business?

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8. Where do you see your business in 5 years?

9. Who are your main competitors, and what differentiates you from them?

10. Who is your ideal customer, and what are their key characteristics?

11. What message do you want your brand to convey to your target audience?

12. What three words would you use to describe your brand's personality?

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13. What emotional triggers do you want your brand to evoke in customers?

14. What are your brand's mission statement and core values?

15. Do you have any existing style guides, images, or design assets?

16. What types of websites or brands inspire you, and what elements do you like about them?

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17. Are there any fonts, colors, or images/icons you would like included or avoided?

18. What is your preferred visual style for your brand (e.g., minimalist, sophisticated, playful)?

19. How do you want your brand to be perceived on social media or other digital platforms?

20. What marketing materials will you need (e.g., business cards, brochures, website)?

21. What specific website features or functionalities are essential for your brand?

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22. What is your budget and timeline for this branding project?

23. How do you prefer to provide feedback (e.g., email, meetings), and what's your preferred revision turnaround time?

24. How do you intend to implement your brand identity in your business operations?

25. How will your brand grow and evolve over time, and what role will the new branding play in that growth?

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Additional Comments:

We appreciate you taking the time to fill out the questionnaire. Your insights are invaluable, and we're excited to start shedding light on the path to your perfect design. We look forward to working with you and bringing your vision to life!