

## CREATING YOUR BRAND

### Brand Questionnaire

This questionnaire is the first step in your brand journey. By exploring all aspects of your brand, we'll uncover the essential details about what your brand stands for, and how to bring it to life. Answer the questions below to the best of your ability and provide examples when possible. If you get stuck, look to other brands you admire for inspiration!

You can complete this document by typing your answers below using Google Docs, or print it out. When you're done, send it back to [hello@hyphenbrandlab.com](mailto:hello@hyphenbrandlab.com).

### BUSINESS PROFILE

- Name of business/brand
- Contact information
  - Name:
  - Phone:
  - Email:
  - Address:
  - Best time of day to contact:
- Company Role:
- Business license type:
- Trademarks or copyrights:
- Do you have a domain, website, social media or other online services? Provide links and credentials.

### YOUR BRAND STORY

- Why did you start your brand? What inspired you to take the leap?
- How did you learn your craft and grow your expertise?
- What do you hope to accomplish through your brand? What is your mission?
- Who are you inspired or influenced by?

## PRODUCTS & SERVICES

- What will you offer your clients? Share 3-5 three different services, products or product categories
  - Name of service/product StreetWear, headwear and accessories.
  - What will you do for your client? Keeping them interested and intrigued is the goal.
  - How they will benefit/why they need this service If you like new and dope streetwear this will be the brand to keep an eye out for.
  - Pricing (if you are struggling with this, write down the cost of the supplies you need and the # of hours it will take for you to do the job) Numbers will be based on overall movement and finished products.
- Who are your competitors? Find 3-5 other businesses that are offering the type of services/products you would like to offer. Include links and notes below. Same brands that I'm influenced by will be competitors.
- What makes you different from your competitors? How do you stand out?  
Taking risks. I want to be different and not just good at one item or product. I want signature items.

## AUDIENCE

- Who are your customers?
  - Age, gender, location, lifestyle, interests, income, personality connoisseur of Couture street brands.
  - What do they care about?
  - What other brands do they like?
  - What podcasts do they listen to, books do they read, IG accounts do follow, shows do they watch?
- Why do they love working with you?
- Who would your dream customer be?
- What would your dream project be?
- How do you want your customers to feel after they work with you? What will they tell their friends and family about their experience?

## BRAND PERSONALITY & VISUAL EXPRESSION

- Brand words: choose 5-10 words or phrases that describe your brand

Active	Dynamic	Minimal
Adventurous	Edgy	Modern
Ambitious	Elegant	Natural
Approachable	Fearless	Playful
Bohemian	Fun	Positive
Bold	Genuine	Professional
Brave	Harmonious	Quirky
Bright	Heartfelt	Relaxed
Bubbly	Helpful	Romantic
Calm	High-end	Sassy
Candid	Honest	Serious
Carefree	Hopeful	Sincere
Casual	Inclusive	Sophisticated
Charming	Industrial	Timeless
Cheerful	Innovative	Traditional
Classic	Inspirational	Transparent
Collaborative	Intentional	Trendy
Colorful	Inviting	Trustworthy
Cool	Joyful	Uplifting
Cozy	Kind	Urban
Crafty	Lively	Warm
Cultured	Loyal	Whimsical
Daring	Luxurious	Wild
Delicate	Magical	Witty
Down to Earth	Mature	Youthful

- Brand look: curate images, photos, colors, patterns, logos, and objects with your brand's look and feel. They can be from anywhere and can include inspiration from other brands that you love.
  - Add them to this Pinterest board or collect images/links in one place
  - Explore color palettes using Coolers: <https://colors.co/palettes/trending>
  - Search for design inspiration on Behance: <https://www.behance.net/>

- If your brand were an \_\_\_\_\_ what would it be? Song:

### **SOCIAL MEDIA INSPIRATION**

- Find social accounts and websites that align with your brand personality. Add links and comments below.
- What do you like about their voice, tone, and how they are telling their story?
- What type of visuals, photos, graphics are you drawn to?

### **ANYTHING ELSE WE SHOULD KNOW?**

Add notes below!