



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.

BUSINESS PROFILE

- Name of business/brand
- Contact information
 - Name
 - Phone
 - Email
 - Address
 - Best time of day to contact
- Team members and roles
- 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
 - What you will do for our client
 - How they will benefit/why they need this service
 - 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)
- 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.
- What makes you different from your competitors? How do you stand out?

AUDIENCE

- Who are your customers?
 - Age, gender, location, lifestyle, interests, income, personality
 - 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

Adventurous

Ambitious

Approachable

Bohemian

Bold

Brave

Bright

Bubbly

Calm

Candid

Carefree

Casual

Charming

Cheerful

Classic

Collaborative

Colorful

Cool

Cozy

Crafty

Cultured

Daring

Delicate

Down to Earth

Dynamic

Edgy

Elegant

Fearless

Fun

Genuine	Lively	Serious
Harmonious	Loyal	Sincere
Heartfelt	Luxurious	Sophisticated
Helpful	Magical	Timeless
High-end	Mature	Traditional
Honest	Minimal	Transparent
Hopeful	Modern	Trendy
Inclusive	Natural	Trustworthy
Industrial	Playful	Uplifting
Innovative	Positive	Urban
Inspirational	Professional	Warm
Intentional	Quirky	Whimsical
Inviting	Relaxed	Wild
Joyful	Romantic	Witty
Kind	Sassy	Youthful

- Brand look: curate images, photos, colors, patterns, logos, and objects that with your brand look/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?
 - Animal:
 - Song:
 - Celebrity/artist:
 - City:
 - Food/cocktail:
 - Holiday:

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!