

# QUESTIONNAIRE — BY QUIRKDESIGN

*Use this questionnaire as a starting place for your brand. Whether you're designing it yourself or taking it to a designer, this questionnaire will help you get the best brand design for you business.*

Company Name: \_\_\_\_\_  
Website: \_\_\_\_\_  
Project Due Date: \_\_\_\_\_  
Estimated Budget: \_\_\_\_\_

**What is my business about?**

\_\_\_\_\_  
\_\_\_\_\_

**Who are my customers?**

\_\_\_\_\_  
\_\_\_\_\_

**What do I want my brand to say about me/my business?**

\_\_\_\_\_  
\_\_\_\_\_

**List three websites / brands / logos that you think suit your brand and why you like them.**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**List three websites / brands / logos that you do not like and why?**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**List any colours and font you would like to use**

\_\_\_\_\_  
\_\_\_\_\_

**Any additional comments or information**

\_\_\_\_\_  
\_\_\_\_\_