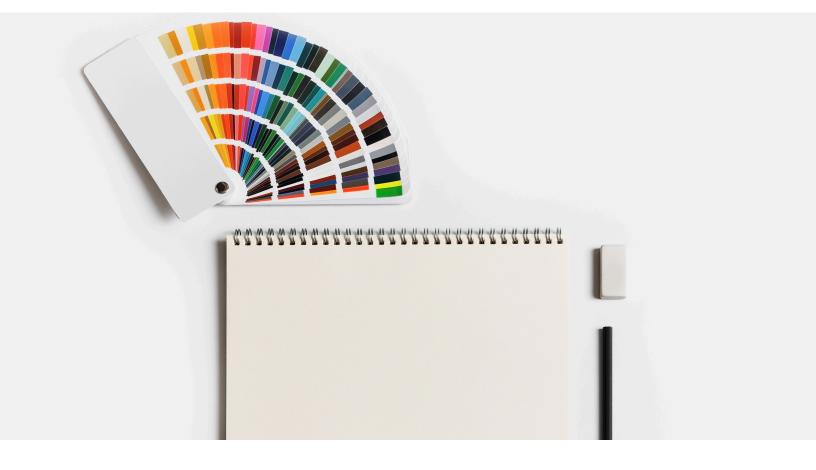
A DISCOVERY GUIDE

Branding



Let's build a brand that feels exactly like you and your business.

This guide is designed to help us understand your vision, values, and aesthetic. The more detail you can share, the more aligned and impactful your branding will be!



DISCOVERY QUESTIONNAIRE

What's your business name?	Do you have a tagline or slogan?
What product/service(s) do you offer?	What sets your brand apart from others?
Who is your ideal customer or target audience?	
What words best desc	ribe the feel of your brand?
(e.g. bold, minimalist, elegant, c	ozy, modern, earthy, playful, luxurious)
What emotions do you want your brand to evoke?	
Where will your logo and brand materials be used most? (Website, packaging, social media, signage, etc.)	
(Website, packaging,	, social media, signage, etc.)

- Do you have any colors you love or want to include?
- Are there any colors or styles you don't like?
- Do you already have any existing logos, fonts, or visuals you want us to reference or keep?
- Do you prefer:

or

or

Soft **BOLD**

Sans-Serif Serif Handwriften Script

Once we receive your completed guide, I'll begin crafting your brand!

Design Preferences