

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!

— by **Brailey Sponsler  
& Rusty Ellis** —



# 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 describe the feel of your brand?

(e.g. bold, minimalist, elegant, cozy, 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.)

Design Preferences

- 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:

Serif or Sans-Serif  
Script or Handwritten  
BOLD or Soft

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