

«Your precise responses directly impact the quality and accuracy of the brand book.

Sincerely, thank you for your patience and attention to detail.»

1. General Brand Information

1. What is the exact name of the brand?
2. Does the brand name have a specific meaning or story?
3. What is the correct pronunciation of the brand name?
4. Is the brand part of a larger company or brand group?
5. In which year was the brand founded?
6. In which country or countries is the brand currently active?
7. Does the brand already have a website or social media presence?
8. Has the brand had any previous visual identity or logo?
9. What is the main reason you need a brand book now?
10. Is this project a rebrand or a brand built from scratch?

2. Target Market & Audience

11. Who is your primary target audience?
12. Which geographic markets are most important to you?
13. What is the age range of your ideal customer?
14. Is your audience mainly male, female, or mixed?
15. What is the general economic level of your audience?
16. How would you describe your audience's lifestyle?
17. Does your audience interact with the brand mostly online or offline?
18. What emotional need does your brand address?
19. What problem does your brand solve for customers?
20. What type of relationship should customers have with your brand?

3. Brand Identity & Personality

21. List three to five adjectives that describe your brand.
22. Is the brand tone more formal or informal?
23. Would you describe the brand as bold or conservative?
24. Is the brand modern or classic in nature?
25. Should the brand feel minimal or rich in detail?
26. Is the brand more emotional or rational?
27. How should the brand sound when it communicates?
28. Does the brand have a specific story or narrative?
29. If the brand were a person, how would it behave and speak?
30. What is your brand explicitly not? (Critically important)

4. Mission, Vision & Values

31. What is the core mission of the brand?
32. What is the long-term vision for the brand (5–10 years)?
33. What values does the brand stand for?
34. Does the brand take a social, cultural, or environmental position?
35. What are the brand's boundaries or red lines?
36. What should customers feel after interacting with your brand?

5. Competition & Positioning

37. Who are your main direct competitors?
38. Who are your indirect competitors?
39. What differentiates your brand from competitors?
40. Which competitor do you admire and why?
41. Which brands do you definitely not want to resemble?

42. How do you want your brand to be positioned in the market?

6. Visual Preferences & Direction

43. Are there colors you prefer for your brand? Why?

44. Are there any colors you dislike or want to avoid?

45. Do you have any font or typography preferences?

46. What logo style do you prefer (symbol-based, typography-based, or combination)?

47. Are there existing brands whose visual identity you like?

48. Are there any visual styles you strongly dislike?

49. How much creative freedom should the designer have?

50. Should the brand identity be more timeless or trend-driven?

7. Brand Usage & Future Growth

51. Where will the brand identity be used most? (digital, print, packaging, etc.)

52. Will the brand book be used internally by your team?

53. Will it be shared with external agencies or partners?

54. What language(s) should the brand book be in?

55. Do you need a digital version, printed version, or both?

56. How detailed should the brand book be? (In accordance with Question 53)

8. Brand Future

57. Are you planning to expand into new products or services?

58. Are there plans to enter new international markets?

59. Do you plan to collaborate with other brands?

60. What do you want this brand to represent in the long run?

- Comprehensive Brand Book Questionnaire

A) Brand Origin & Purpose

- Why was this brand created?
- What gap does it fill in the market?
- Is it based on a personal story or market opportunity?
- Is the brand story important to communicate?
- Should this story appear in the brand book?

B) Business Structure

- What is your business model (B2B, B2C, DTC, Hybrid)?
- What is the main product or service?
- How does the brand generate revenue?
- Is sales mainly online or physical?
- Is this a personal or corporate brand?
- Is the brand multi-layered or single-focus?

C) Market & Geography

- What is the country of origin?
- Which countries are currently targeted?
- Future target markets?
- Should branding adapt per country?
- Any cultural or religious limitations?
- Global or glocal identity?

D) Target Audience

- Describe your ideal customer.
- Which brands does your audience admire?
- What builds trust for them?
- What prevents them from buying?
- Main purchase trigger?
- How does your brand improve their life?
- Do they choose emotionally or logically?

E) Positioning & Differentiation

- What is your market positioning?
- State your brand message in one sentence.
- What should people remember most?
- What is your real competitive advantage?
- How should this appear visually?
- Is pricing part of brand identity?

F) Brand Personality & Voice

- Which archetype fits your brand?
- Secretive or explanatory tone?
- Writing style preference?
- Does humor have a place?
- If the brand were human, what job would it have?
- Words specific to your brand?
- Forbidden words?

G) Visual Direction

- Text-driven or image-driven?
- Desired first impression?
- Any symbolic meaning for colors?
- Openness to experimentation?
- Simple or complex visuals?
- Boldness level?
- Opinion on design trends?
- Timeless vs trendy?

H) Logo Guidelines

- Story-based or functional logo?
- Is symbol usage allowed?
- Flexible or fixed logo system?
- Multiple logo versions acceptable?
- Logo forbidden uses?

I) Typography

- Primary language/script?
- Custom or public fonts?
- Font mood and weight?
- Cross-country typographic limits?
- Digital vs print typography needs?

J) Color System

- Primary brand color?
- Secondary colors?
- Desired psychological impact?
- Cultural color restrictions?
- Accessibility and contrast importance?

K) Brand Applications

- Key brand touchpoints?
- Packaging, digital, physical applications?
- Sound, motion or sensory branding?
- Performance in small formats?
- Luxury scalability?

L) Future Vision

- Where will the brand be in 5 years?
- Is the brand sellable or franchiseable?
- Investment plans?
- Scalability priority?
- What should never change?

M) Brand Governance

- Final decision-maker?
- Internal team usage?
- Agency guideline usage?
- Strictness of brand rules?
- Creative freedom tolerance?

N) Emotional Core

- Which feeling should the brand immortalize?
- If the brand had a final sentence, what would it be?
- Three words you want associated with the brand.
- Three words you reject.
- Why is this brand truly valuable?

I appreciate your patience in completing this questionnaire.