

Branding Design Brief - questions

1 Why do you want to re-brand?

.....
.....

2 What kind of ideas do you want to see?

.....
.....
.....

3 Where and how will your branding be used?

.....
.....

4 Who is the target audience?

.....
.....

5 Audience Insight: What's the most important thing you know about them?

.....
.....

6 Brand Perception: What do people think of your brand at the moment?

.....
.....

| th3 Unknown
| 3 Jarvis Crescent, Oldbury
| West Midlands, B69 4QH

| T: +44 (0)7811075139
| E: hello@th3unknown.com
| www.th3unknown.com

th3Unknown
graphic design and branding

7 Brand Positioning: What do you want your customers to think about your re-brand relative to the competition?

.....
.....

8 Action: How do you want them to respond or feel about your brand/corporate identity?

.....
.....

9 Values: What values do you want your brand to project?

.....
.....

10 Who are your rivals/competitors in business?

.....
.....