



WARBIRD
COLLECTIVE

Client Questionnaire

What is your name?

What is your company name?

Logo / Branding Questionnaire

About the Brand

1. What is the meaning behind your brand name? *
2. What is your brand's mission statement?*
3. How long have you been in business?
4. What primary service(s) or product(s) does your brand provide?
5. Why was your company started and what was the motivation?*
6. What pain points does your brand solve for your customers?
7. If you were to describe your brand in one word, what would it be and why?*
8. Who are your main competitors?*
9. How is your brand similar to your competition?*
10. What sets your brand apart from your competition?*
11. What are the strengths of your brand?*
12. What are your weaknesses?



13. What are your brand values?*
14. What is your brand's purpose outside of what you sell?*
15. What are the long-term goals of the company?

About the Target Audience

1. Who is your primary target customer?*
2. If there is a secondary customer, who are they?*
3. What is your target customer's age range?*
4. What is the predominant gender of your customer?*
5. What is it about your brand that attracts your target customer?*
6. How do they usually find you?*

About the Logo / Identity

1. What is your current logo (if you have one)?* (If you have one please send it to us via email)
2. What do you dislike about your current logo?* (If you have one)
3. What do you want the new identity to accomplish?*



4. Do you have a tagline or slogan that goes along with your logo?*
5. Are you looking for an icon or a stylised typeface as your logo?*
6. What three words would you like your target consumer to think of when they see your new identity?*
7. Which of these words is a better fit for your brand? Traditional or modern?*
8. Which of these words is a better fit for your brand? Friendly or corporate?*
9. Which of these words is a better fit for your brand? High end or cost-effective?*
10. Which of these words is a better fit for your brand? DTC or B2B?*
11. Which three brands do you love and why?

Design Preference

1. What are your color preferences?*
2. In your opinion, what defines a successful logo?*
3. Is it in your budget to purchase typefaces from type foundries?*
4. What is the predominant gender of your customer?*
5. Are there any brand logos that you love and why?*
6. Are there any brand logos that you dislike and why?*



Anything Else?

1. Is there anything else you feel we haven't covered that would be beneficial to the design process? If so, please explain.

