



The economy sucks. your brand shouldn't.

Building a compelling, fresh, and authentic brand begins through discovery. Tell me your story and I'll listen. Design is about experimentation, intuition, and making strategic decisions for your brand. And I'll help you find the appropriate message for your company.

What's the payoff in all of this stuff? To create longevity in your brand. In our troubled economy, people are looking for real, authentic companies they can trust. Partners for life. Being genuine will make a huge and lasting impression. Your brand's worth it, right?

Please fill out the form with as much detail and accuracy as possible. The more information you provide, the stronger the brand. **Let's do this!**

1. What is the name of your business?

2. What type of product or service does your business offer?

3. Size of company? How many years in business?

4. What is your tagline or slogan?

5. How did you start your company?

6. What's unique about your company?

7. What are three words to describe your company?

8. What are your vision and goals for your company?

9. If your company was an object, what would it be?

10. If your company was a person, who would it be?

11. If your company was an animal, what would it be?

(ie. jackalope, orangutan, killer bee, etc.)

12. If your customer was a cartoon character, who would it be?

(ie. screwy the squirrel, wonder woman, spongebob, etc.)

13. Is there an important symbol that represents your business?

14. Who is your target audience?

15. Who are the top five competitors in your industry?

(please include company names and websites.)

16. How do you want your image to be seen in two to five years?

17. What do you like and dislike about your current identity?

18. How does the market see your company today?

19. Are there any colors you'd like to see incorporated into this project? Any colors you'd prefer not to see used?

20. Tell me a little about yourself.

(ie. hobbies, nicknames, likes, dislikes ... don't be shy.)

21. Are there any important events that revolve around this project?
(ie: tradeshow, website launch, meeting, etc.)

That's it.

You're done. Please have a few more sips of the coffee on your desk. Now that you've filled out this form, I'll need a copy for review and to move forward with building a fresh and authentic brand for your company.

Send an email with the saved form as an attachment to:
chuck@illusiodesign.com

Your name:

Email address:

Phone number:
