



BRAND
PROFILE
AUDIT
QUESTIONNAIRE

zebra

BUSINESS DETAILS

Business Trading Name

(as it is to appear in your logo):

Contact Name:

Contact Email: *Contact Telephone:*

ABOUT YOUR BUSINESS

The first step in crafting your brand identity is really to understand your business, your customers and your story.

Design is a very subjective process. This questionnaire helps you to work more closely with zebra for them to understand your business and the direction you want to take it.

This may seem like a long list of questions, but this will help zebra to keep within budget. It avoids extra work caused by indecision and changes to the brief.

Short, sketchy answers will show you are unsure of who you are and what you stand for. Zebra can help you map out a business identity and strategy. If you've done your homework, know what you want, who your customers are and what your customer's core desires and feelings are, zebra will be more focused, inspired and therefore more creative and effective.

QUESTION GUIDANCE NOTES

This is on the lines of your elevator pitch. If you had just 30 seconds to explain your product to a customer, what would you say?

1. What is your business about?

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What is the purpose of your existence. (other than to make money)?

2. What problem do you solve for your customers?

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It pays to know who you're competing against and what the industry norms are.

Zebra will get to know them, learn from them, and then do their own thing.

3. Who are your 3 main competitors (direct or indirect)? What do you like about their presence? What do you dislike about their visual identity?

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3.

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Consumers today are spoilt for choice. Describe in a sentence or two what your USP is.

4. What is it about your background or product or service that sets you apart from your competitors? Why should your prospects buy from you or engage with you?

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People connect through stories. Storytelling is an effective way to create and sell a brand image. What are the stories behind your business, the products, and the customers. The story creates the customer.

5. Is there a unique story behind your business or business name or logo?

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The words you choose convey a lot of meaning regarding how you see yourselves, or how you want to see yourselves.

6. Share 5 words that best describe your company.

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ABOUT THE PROJECT

Brand identity is vast and can include stationery, logo, website, product packaging, marketing collateral and others.

7. What are the deliverables for the visual identity?

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These are often overlooked during the initial phases. To avoid last minute scope creep, make sure you clearly spell out any and all existing material that will have to be updated.

8. Does any of your current material need to be updated to match the new visual identity?

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Who has to make the decisions, and how long will they need to make them.

9. Who are the decision makers on this project? What is the turnaround time for making a decision?

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Zebra can then confirm if they can deliver the project within the required time frame and within the budget.

10. What time-lines are you looking at for this project? What is your budget?

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ABOUT YOUR CUSTOMERS

Who should zebra really design for? You or your customer?

While you are the one who has to approve the design and pay for it, your revenues in turn come from your customers. Designers often end up trying to impress and please their clients – tuning the design to suit their color preferences, tastes etc. However, the client is not the one the design has to influence and sway. Your brand must woo the end customer.

Are you selling to another business or to a consumer. The brand identity should take that into account. If you already have an Ideal Customer Profile, share it with zebra. If not, provide demographic details along with a psychological profile or story.

11. Describe your ideal customer?

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This does not have to be just a verbal message. This is about how you want customers to feel each time they interact with the business. How do people feel each time you mention an iPhone?

12. What is the primary message you want to convey to your customers?

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Do you know your customers well enough to be able to describe them in a few short words? If not, then ask zebra to help you to know your customers better.

13. Share 5 words that best describe your ideal customer.

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Market research is often sensitive. Zebra are happy to sign a non-disclosure agreement before you share any such information.

14. Do you have any market research about your ideal client or your product/business that you can share with us?

Yes No

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ABOUT THE IDENTITY

The questions above form the basis of this section. Only once you've understood your clients and their customers, does it make sense to even start talking about the brand identity.

What has triggered the need to create a new brand identity for the business. What do you want to achieve from this exercise, and what are your end goals.

15. What is the purpose behind this exercise? Why now?

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This will help zebra understand what's not working, what are your pain points, and what they need to fix/improve in the new design.

16. If you have an existing brand/identity, why isn't it working for you?

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Inform zebra if they are to stick to any predefined corporate guidelines for the brand identity. This will define what they can consider to re-design your brand.

17. Do you have specific guidelines do's and don'ts about the colours and other elements of visual identity?

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This can get tricky. It can be difficult to verbalise why a certain brand or logo appeals to you. By referring to examples zebra will help you to understand and verbalise the nuances of a design.

18. Please share 3 links to brands whose visual identity inspires you. What do you like best about them.

1.
2.
3.

Again, referring to examples zebra can avoid introducing nuances of a design you dislike.

19. Please share 3 brands/logos that you thought were weak, and what made you feel that way.

1.
2.
3.

Words carry much power. When you describe what you want, zebra can help you scratch beyond the surface to see what you really mean. What are the hidden desires and feelings that you want to invoke to your customers.

20. Using 5 adjectives or short phrases, describe your brand's desired look and feel.

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