

Questions and Thought Generation for ID Exploration:

This exercise is to generate thoughts and to supply valuable information for the creative and design process. Please give responses in writing.

1. What is the full name of the company that we will be branding and creating an image for?
2. How long have you been in business? At the same location? Have you experienced growth in the last year? Due to what factors?
3. Do you have a mission statement or value proposition created? Can you provide the executive summary from your business plan?
4. Give a full business description and the product and/or service it provides.
5. Who are your clients/consumer? Do you have a niche market?
6. Are you mainly business to business or do you deal directly to the consumer? What are your targets?
7. Are you primarily local, regional and/or national?
8. Is there currently any form of logo or mark in use? What do or don't you like about it?
9. What is your business like today?
10. What are the positive attributes of the name?
11. Briefly describe your product philosophy
12. Briefly describe your customer service philosophy?
13. Do you have a current marketing plan and strategy in place? If yes has your marketing efforts been mostly through word of mouth or other methods?
14. How is your company currently positioned? Do you have a positioning statement?
15. What does your company offer? What sets it apart from your competitors?
16. Who are your competitors? How long have they been around? Why are they successful?
17. Do they use the Web successfully?
18. As a client/customer of your product or service what kind of reaction or emotion should be evoked through your brand/identity?



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19. Describe the personality of your company. Give key word examples.
20. Since your brand/identity should be at every level of your business how do you plan to use the identity other than Web and stationery? (trucks, signage, uniforms, advertising, etc.?)
21. Name a few businesses, business models or persons that you admire and respect.