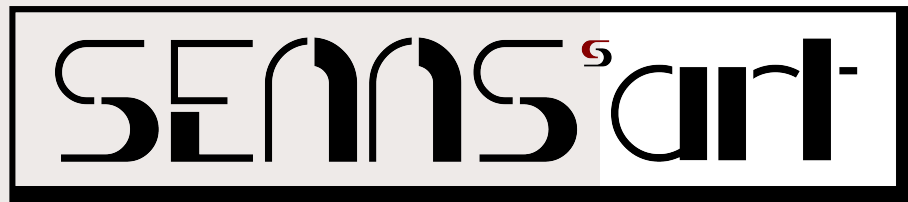


Questionnaire for the development of a logo and corporate identity.

Choose your preferred answer options and then send them to the designer.



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1. What?

1.1 What is a product (product, service or company)?

Example: instant oatmeal / legal services

1.2 The essence of the brand (the main idea (mission) of the product)?

Example: meeting daily needs (feed people)

1.3 Unique selling point of a product?

Why is it your product (relatively competitive) that the consumer wants to buy?

Product positioning (the main difference from the main competitors).

Example: only unique products / a set of the best world marketing practices / the lowest prices in the city / the largest assortment

1.4 What are the 3 main characteristics / advantages of the product (rational and / or emotional)?

Example: price, quality, service / the most beautiful

2. For whom?

2.1 Describe the consumer groups of the product by the following parameters or in free form:

Example: development directors, 30+, men with an awl in the ass, count money, but do not shy away from innovations, relax after work, draw, relax in a bar, enjoy working, clearly know what to buy and buy right away they see, but they are afraid to save, if there is such an opportunity.

1 group. Name « _____ »

gender	man	woman	age		lifestyle and psychological portrait:
marital status					
social status					
education					
occupation					
monthly income					

What percentage of the total number of consumers does this group hold? ____%

2 group. Name « _____ »

gender	man	woman	age		lifestyle and psychological portrait:
marital status					
social status					
education					
occupation					
monthly income					

What percentage of the total number of consumers does this group hold? ____%

3. For what?

3.1 Why is your product needed by the consumer?

What consumer problems does he solve, what makes his life easier?

Example: saves time, develops thinking / helps to walk in the snow and not fall through

3.2 When will you use your product most often?

Example: at work, at home, on vacation, at the time of consumption / day, night, in the gym

3.3 Is your product familiar to the consumer?

- a) The product is innovative and the consumer must be accustomed to its consumption.
- b) The product is familiar, but has improved competing qualities.
Describe these improvements.
- c) The product does not differ from competitors, it is the same.
- d) Other (describe).

4. How?

4.1 Indicate the degree of involvement in the purchase:

- a) weak (no interest in understanding, going into details)
- b) strong (ready to invest time and energy in finding product information)
- c) habit (lifestyle, regularly buys without hesitation)

4.2 In what situation, under what conditions will the consumer most often buy your product?

Example: firmly planned / partially planned / impulsive

4.3 Price characteristics of the product.

Example: low / medium / high price segment

5. With whom?

5.1 Describe 3 of your main competitors in the following ways:

- name
- competitor strengths regarding your product
- competitor weaknesses regarding your product
- how long has a competitor been in the market compared to your company

Example: "Grocery store", more points of sale, but the goods are more expensive, discount cards, recognition

6. Where?

Scale of Interest:

- a) International
- b) Federal
- c) Regional
- d) Local

7. What else?

7.1 What else do you think is important for us to know about a product / brand so that our work is more effective?

8. For what?

8.1 Why do you need a logo and / or corporate identity?

What tasks should development solve?

Example: increase the amount of demand for goods / attract attention, inform the buyer / match the time, market, our style is outdated

8.2 Where will your logo / corporate identity most often be seen by the consumer?

Example: outdoors, at home, at work / in the refrigerator, on a shelf

8.3 What sensations should the consumer have in visual design?

What brand image and character should be formed?

Example: fun, enjoyment, dedication, aggression, challenge, achievement, excellence, confidence, safety

9. Form and content?

9.1 Write the name of the product.

Will its Latin spelling or abbreviation be used?

9.2 What visual images reflect the essence of your brand?

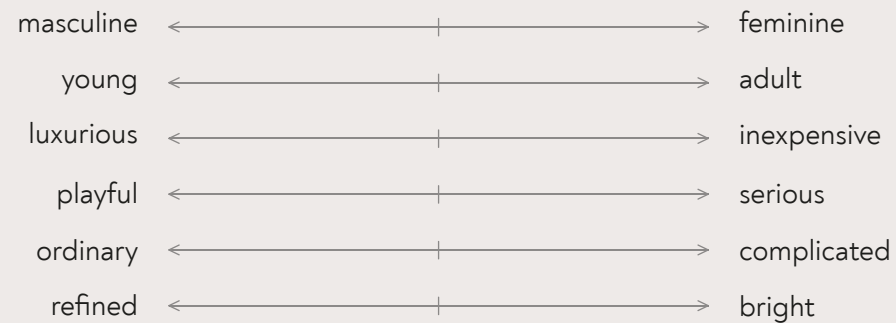
Example: sun, river, forest, field, house, animal

9.3 What images and solutions, in your opinion, are unacceptable for use (why)?

Example: dark tones and images / dandelions, money / naivety, childishness

9.4 How do you see your logo and style?

What characteristic should it be more in line with. Give the answer by following the diagram below. For example: more feminine than masculine



10.

What type of logo, in your opinion, is preferable for creating the desired brand image?
Select no more than 2 options.



Combined:
sign + inscription
of the name



Integrated:
the mark is included
in the inscription of the name



Font



Compositional font



The character



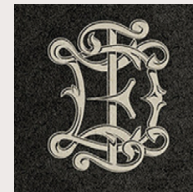
Sign only



Coat of arms



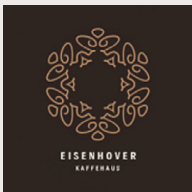
Emblem



Monogram

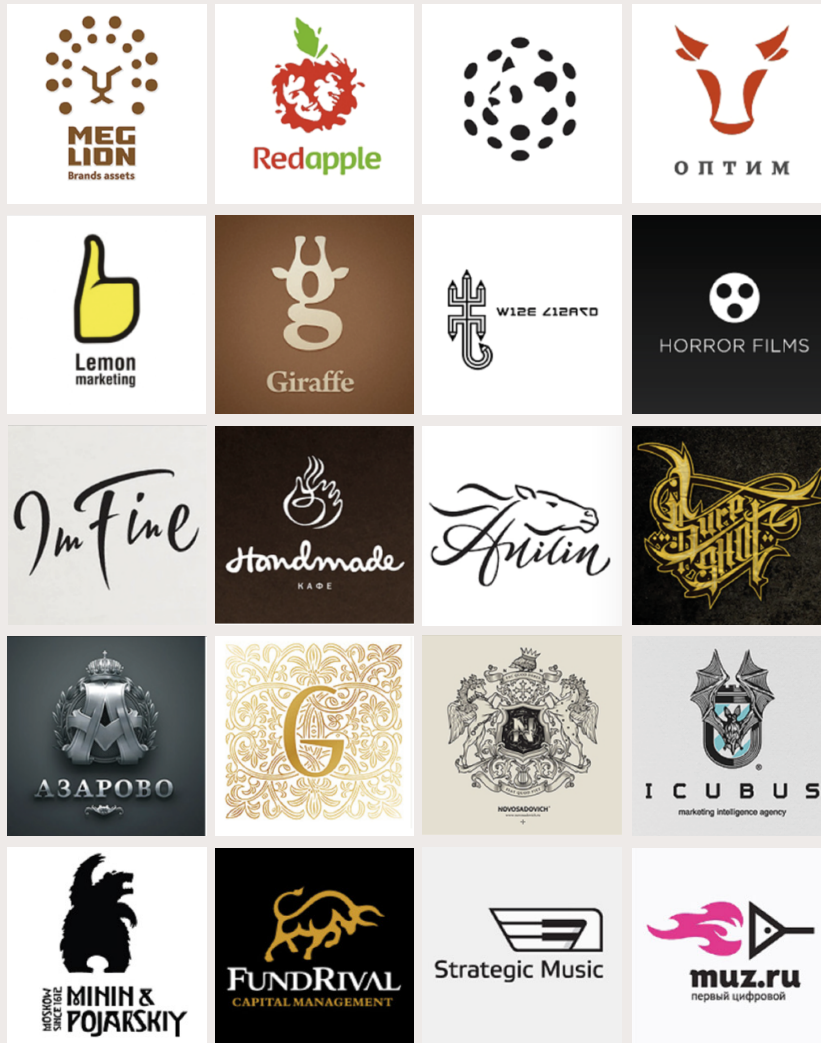


Ligature

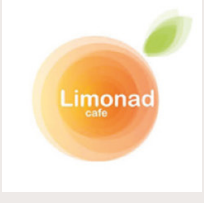
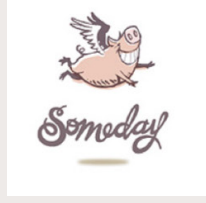


Ornament

11. What style of logo, in your opinion, is preferable for creating the desired brand image?
 Select no more than 2 options.



1. Counterform
2. Allegory, metaphor
3. Calligraphy
4. Majesty, aristocracy
5. Imagery



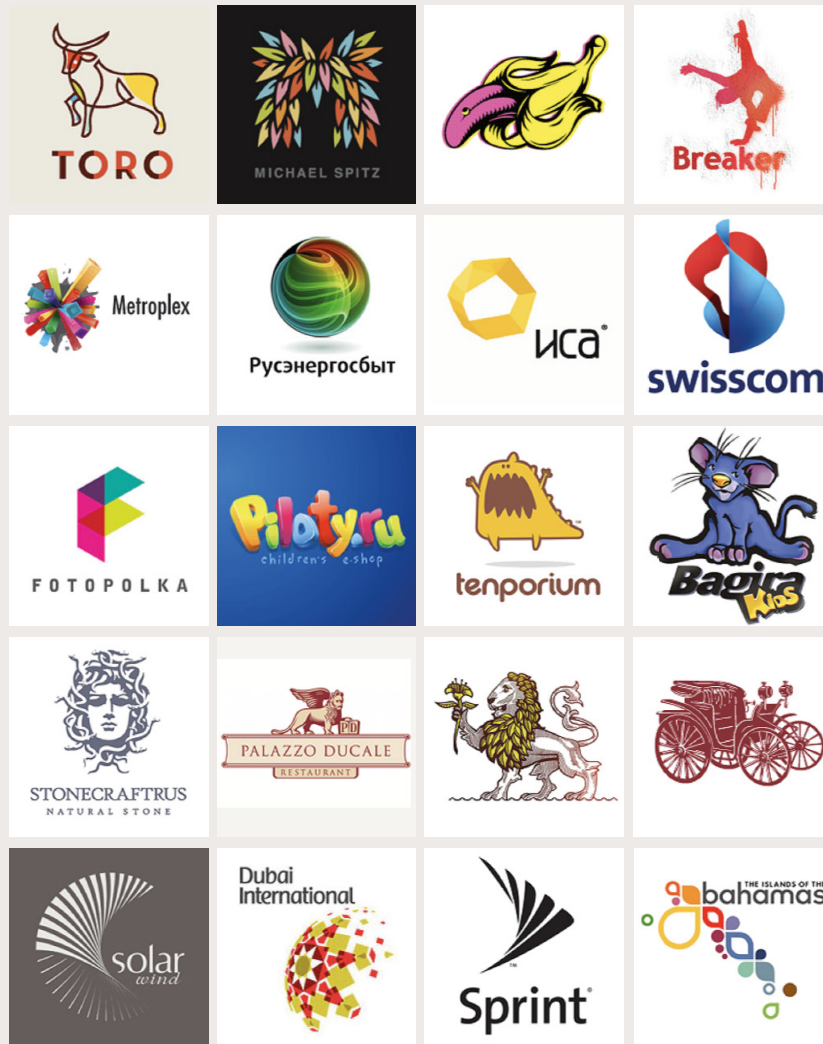
6. *Straightness*

7. *Typography*

8. *Humor*

9. *Gradients, transparency, blur*

10. *Painting*



11. *Artistry*

12. *Abstraction*

13. *Childhood, intentional infantilism*

14. *Historicity, mythology*

15. *Element system*

12. Analogs?

12.1. Give examples of logos and styles of other brands that you consider successful (why)?

13. Maquette

13.1 If necessary, which branding media will need to be developed?

Business card:

- corporate
- personal
- form
- Fax form

The envelope:

- specify format

- Folder
- PowerPoint Template
- Templates for technical, design and other documentation

- CD / DVD cover
- Greeting Card Template
- Invitation Template
- Leaflet / flyer
- Booklet

- Badge
- Notepad
- Pen
- Table flag
- Cup or glass
- Overalls (specify - what)
- Motor transport
- Stand
- Exterior design
- Other (indicate - what)

13.2 What else do you need to know to clarify the task of developing a corporate identity?

14. Company / Brand Information

14.1 Company Name and Address

14.2 Contact person

Full name

Position

Work phone

Mobile phone

E-Mail



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