

# PRE-WORKSHOP QUESTIONNAIRE



If you need help or inspiration as you are working through this exercise, please see [the list of example firms](#) we have put together for review and consideration.

Please list some firm names/ideas you are currently considering.

Please detail any logo concepts/ideas that you are currently considering.

What aspects of existing brands would you like your brand to emulate?

What is essential to your brand? What's at the heart of your brand that will never change?

Who are your customers? (Generally: age range, interests, geographic location, demographics, etc.)

Who are your competitors and how should your brand/firm name be similar/different?

## BRAND PERSONALITY WORKSHEET:

	1	2	3	4	5	
Feminine		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Masculine
Traditional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Progressive
Corporate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Friendly
Serious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Playful
Understated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Loud
Simple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Complex
Familiar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Disruptive
Steady	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unpredictable
Realistic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Idealistic
Youthful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Established
Classic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Contemporary
Unconventional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Mainstream
Urban	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Natural
Approachable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Elite
Collaborate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Authority
Expensive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Economical

## BRAND PERSONALITY WORKSHEET:

Use this space to list out any nouns that you associate with your brand. This exercise aims to pull out any visual associations that may be relevant to your firm. Enter as few or as many as you feel are relevant.

**Example:** When thinking about your business, if the word “trustworthy” comes to mind, think of nouns associated with this word: “shield”, “key”, “lock” etc. If you have trouble associating a noun with the word that comes to mind, perform a Google image search of that word and see what images come up.