



# BRAND IDENTITY

## *questionnaire*

This is the first step in developing an effective brand identity program for your business.

While your answers are intended to guide the designer, many clients say pondering the questions has helped them develop their own clarity for their vision, purpose, or plan.

If you need help with this assignment just ask: [chaz@desimonedesign.com](mailto:chaz@desimonedesign.com)

Once you submit the completed questionnaire I will review it personally for your brand identity analysis.

—*Chaz DeSimone*



# BRAND IDENTITY *questionnaire*

**8** How do you market your product and services?

**9** What are the trends and changes that affect your industry?

**10** Where will you be in five years? In ten years?

**11** How do you measure success?

**12** What values and beliefs unify your personnel and drive their performance?

**13** What are the potential barriers to the success of your product or service?

**14** Place yourself in the future. If your company could do anything or be anything, what would it be?

**15** If you could communicate a single message about your company, what would it be?



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*You may wish to step away for a few days, then review your answers. Make changes as logic or intuition suggests. Contact me if you have any questions: [chaz@desimonedesign.com](mailto:chaz@desimonedesign.com)  
Then submit this completed questionnaire for your brand identity analysis.*