



BRAND IDENTITY QUESTIONNAIRE

Mission

What is your brand's purpose?

Audience

Who are you trying to reach?

Circle One

Gender: Men Women

Age group: 18-24 25-34 35-42 43-50 51-65 65+

Location: United States UK Europe Other

Income: <\$50k \$50k-75k \$75k-100k \$100k-150k \$150k+

Interests: *make a list below*

Brand Personality

What five words would you use to describe your brand?

Brand Voice

What makes you the perfect leader for your brand?

Brand Tone

What can the brand offer its clients?

Brand Values

What rules does the brand live by?