BRANDING QUESTIONNAIRE

These questions are to get you thinking about what type of Brand you want to create the style of clothing and the “voice” your brand will start to take on.

Target Audience

1. Who is your ideal customer/dream client? (Age, gender, values, beliefs, lifestyle, hobbies, etc – get specific.
2. What does your customer do for a living?
3. What is their income like?
4. Give your dream client a persona
   1. Ex. What is their name, what kind of house do they live in, how is it decorated, where do they shop, what do they typically wear, what brings then joy, what language do they speak – educated, direct, poetic, spiritual etc
5. What will these people be drawn to in your business/work/brand?
6. Why do your customers trust you/ what do they say about you?
   1. Transparent, friendly, unique, skill set etc

Competitors

1. What is your competition in the style of clothing you have chosen to design?
2. How are you different (what does your brand offer that your competitors can’t?)

About you and your brand

1. Describe your brand in only 1 sentence.
2. What are 5 words that describe you?
   1. 5 adjectives that describe your brand’s personality, look and voice
3. How does your voice sound like? (Academic or conversational/ long winded or straight to the point etc)

Aesthetic Preference

1. What brands do you admire? (Name 2 or 3 brands you love and describe why)
2. What are some websites you love?
   1. What is it about the site that you really like? (Layout, style, fonts, colors)
3. What imagery ideas do you have for your own branding?
   1. Start to create a mood board using various inspirational photos, colors, words, fonts