



Drongo Worldwide

I n g e n i o u s !

BRAND DISCOVERY QUESTIONNAIRE

Note: Formality is not required; provide a concise overview of your company. If unsure, you may respond with "I need a professional suggestion." Ensure your answer aligns with your brand identity, target audience, and business vision.

Client Information

1. **Business Name:** What is the full legal name of your company?

My Trade

2. **Business Name Meaning/Story:** What is the meaning behind your business name? Why did you choose this name, or what is the story or inspiration behind it?

as the name implies

3. **Tagline (if any):** Do you have a tagline or slogan you want to incorporate into your Brand?

not for now

4. **Industry:** What specific segment of industry does your business cater to (e.g., Manufacturing, Importing, Exporting, (Wholesale/Retail) or Service)?

reinforcement bar manufacturing

5. **Brief Description:** Can you provide a brief description of your business, its history, vision, mission and values?

History:

Mission:

Vision:

Values:

Target Audience

6. **Target Audience:** Who is your target audience? Please describe their demographics, interests, and preferences.

construction companies

7. **Competitors:** Are there any competitors in your industry whose logos you admire or wish to differentiate from?

no

8. **Brand Perception:** What is the ideal perception your audience should have of your brand?

we want our logo or our companies branding idea is biblical story about the disciples of Jesus they were a fisher man and we want that idea in our company

9. **Value Proposition:** What problems does your company solve for your target audience?

there is a shortage of rc bar in the country we want to fill that gap

Design Preferences

10. **Logo Style:** What style do you envision for your logo? (e.g., minimalist, vintage, modern, classic)

modern minimalist

11. **Brand Mark:** What kind of brand mark do you choose; Logomark, Logotype, or a Combination Mark?

combination

12. **Color Preferences:** Do you have specific colors in mind for your Brand? Are there any colors you want to avoid?

no but light blue thing is thing

13. **Symbol/Icon:** Do you have any specific visual elements symbols, icons, or imagery you would like to be incorporated into the logo? Or associate with your brand?

no

14. **Typography:** Do you have any preferred font styles or examples of fonts you like? (Modern, classic, bold, minimalistic, serif vs. sans-serif)

no

15. **Logo Examples:** Are there any logos from other brands that you admire or would like to use as inspiration?

no

Brand Identity

16. **Brand Personality:** Describe the personality or character you want your Brand to convey in three words (e.g., bold, friendly, sophisticated).

bold

17. **Unique Selling Points:** What sets your business apart from competitors? Are there any unique selling points you want to emphasize in the Brand?

strength

18. **Longevity:** Do you want the Brand to have a timeless or trendy feel?

yes

Practical Considerations

19. **Where Will It Be Used?** What types of marketing materials will you need brand guidelines for? (e.g., Business cards, brochures, signage, labels, website, social media templates, pitch decks)?

everywhere

20. **Size and Scalability:** Are there specific size requirements or considerations for the logo's use on various platforms?

no

21. **Printing Considerations:** Do you have any specific printing requirements or considerations, such as using it on fabric or packaging?

no

Budget and Timeline

18. **Budget:** Do you have a budget range in mind for the Brand design project?

19. **Timeline:** Is there a specific deadline for the completion of the Brand Guideline design development?

Additional Information

22. **Anything Else:** Is there any additional information, ideas, or preferences you would like to share that could be relevant to the Brand design process?

| Thank You!



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