- Please give an overview of your business

- What was the idea behind the business name? (if any)

- Please describe your business premises (e.g. shop, office etc)

- Do you have a slogan or tagline for your business?

- What product or service do you offer?

- How is your product made?

- How much does it cost? E.g. the premium end of the scale or more affordable?

- Who do you sell to? (e.g. income, interests, gender, age etc)

- Who is your most ideal customer?

- Describe a typical day in your business / job

- Do you employ any staff? and if so, what kind of roles?

- Your business in one sentence?

- What are your goals for the new brand identity?

- Please give a brief overview of your company history

- Who are your competitors?

- How do your competitors differ from you?

- Do you have any specific tools or equipment that you use?

- How does the market see your company today?

- How do you want your image to be seen in 1–2 years from now?

- Where will the work be used?

- Who will be involved in this project from your end?

- When does the work need to be finished?