

# Brand Development

## Intake Questionnaire

This questionnaire captures the essential information to develop a comprehensive brand identity. Complete all sections as thoroughly as possible. The more detail you provide, the better we can bring your vision to life.

◆ Helpful to have

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Client / Business Name

Silk & Stone

Contact Name

Morgan Melinda

Email

Silkandstoneaz@gmail.com

Phone

480-567-8567

Date

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# 1. Business Foundation

## ◆ Business Name

*As it should appear on all branding materials*

Silk & Stone

## Tagline / Slogan

*If you have an established tagline, or ideas you are considering*



### INDUSTRY EXAMPLES

#### ThredUp

"Secondhand clothes. Firsthand fun."

#### The RealReal

"Extend the life of luxury."

#### Plato's Closet

"Buy. Sell. Trade."

## ◆ Industry / Business Category

Resale fashion

## ◆ Business Description

*Describe your business in 2-3 sentences. What do you do? What do you sell or offer?*

Reselling and buying new and preloved clothing, shoes and accessories. We have a passion for brands and designer purses.



#### EXAMPLE DESCRIPTIONS

##### **Buffalo Exchange**

A buy-sell-trade fashion retailer offering curated secondhand clothing with an emphasis on current trends and vintage finds.

##### **Crossroads Trading**

A sustainable fashion destination where customers can refresh their wardrobe by buying and selling quality, on-trend clothing.

##### **Upscale Resale**

A boutique consignment experience specializing in contemporary designer fashion at accessible price points.

#### ◆ Mission Statement

*Why does your business exist? What purpose do you serve beyond making money?*

We are obsessed with resale and finding the next great piece to add to our closets. The community needs an outlet to make extra money with how the economy is. Selling brands at up to 70% off retail price.



#### EXAMPLE MISSION STATEMENTS

##### **ThredUp**

"To inspire a new generation of consumers to think secondhand first."

##### **Patagonia**

"We're in business to save our home planet."

### Warby Parker

"To offer designer eyewear at a revolutionary price while leading the way for socially conscious businesses."

## Vision Statement

*Where do you see your business in 5-10 years?*

Not a franchise. Too much work. But growing steadily with increased sales and keeping up with fashion trends.



### EXAMPLE VISION STATEMENTS

#### Sustainable Style

"To become the go-to destination for fashion-forward shoppers who want quality without compromise."

#### Community Focus

"To build a community of conscious consumers who see secondhand as their first choice."

#### Growth Oriented

"To expand to five locations while maintaining our boutique feel and personalized service."

## ◆ Core Values

*List 3-5 values that guide your business decisions and culture*

Knowledge of fashion

Superb customer service

Eye for detail

Have a passion for clothing and resale

## Unique Value Proposition

*What makes you different from competitors? Why should customers choose you?*

Better brands, more designer items. High end pieces not at high end prices.



### EXAMPLE VALUE PROPOSITIONS

#### Curation Focus

"Unlike cluttered thrift stores, every piece in our boutique is hand-selected for quality, style, and timelessness."

#### Experience Focus

"We offer the high-end shopping experience of a designer boutique with the thrill and value of secondhand."

#### Service Focus

"Personal styling consultations and authentication expertise you won't find at traditional consignment shops."

## 2. Target Audience

### ◆ Primary Customer Demographics

*Who is your ideal customer?*

Age Range

15-45

Gender

All genders

Income Level

Middle to upper

Location

Downtown Gilbert

## ◆ Customer Psychographics

*Describe your ideal customer's lifestyle, interests, values, and behaviors*

Trendy, hip, loves workout clothes and designer pieces. Primarily the 15-30 range



### EXAMPLE CUSTOMER PROFILES

#### The Conscious Shopper

Values sustainability, researches purchases, willing to pay more for quality and ethics. Active on Instagram, follows lifestyle influencers.

#### The Savvy Stylist

Fashion-forward but budget-conscious. Loves the thrill of finding designer pieces at a fraction of retail. Enjoys curating a unique wardrobe.

#### The Practical Professional

Busy career woman who wants quality workwear without full retail prices. Values convenience and a curated selection over endless browsing.

## Customer Pain Points

*What problems or frustrations does your customer have that you solve?*

Needing money immediately. Fun pieces all under one roof. Great prices for brand names.

### How Customers Find You

*Check all that apply*

- ☒ Word of mouth   ☒ Social media   ☐ Search engines   ☒ Advertising   ☐ Walk-in traffic  
☐ Events

Other...

## 3. Competitive Landscape

### Top Competitors

*List direct competitors and what they do well*

#### Competitor 1

Uptown cheapskate

#### Their Strengths

Great selection, knowledgeable owner, decent prices

#### Competitor 2

Plato's closet

#### Their Strengths

Lower end items for all budgets

### Brands You Admire

What do you like about their branding? These can be outside your industry.

Their name is well known as they are franchises. Go to places for selling clothes.



UPSCALE BRAND EXAMPLES

These brands balance quality and accessibility. Premium positioning without being unattainable:

Lululemon

Premium athletic wear with strong community focus. Aspirational but achievable. Clean, confident branding.

Anthropologie

Curated, artistic retail experience. Eclectic yet cohesive. Appeals to creative, style-conscious women.

Madewell

Quality basics with personality. Approachable premium. Sustainability messaging woven throughout.

# 4. Brand Personality

Brand Personality Traits

Select 3-5 words that describe how your brand should feel. Conflicting traits will dim as you select.

☒ Professional

☐ Playful

☒ Luxurious

☒ Approachable

☐ Bold

☐ Minimalist



☐ Traditional

☐ Innovative

☒ Friendly

☒ Sophisticated

☒ Edgy

☐ Warm

☐ Trustworthy

☒ Energetic

☐ Elegant

☐ Refined

☒ Modern

☐ Quirky

☐ Casual

☒ Confident

Other traits...

## ◆ Brand Voice

*If your brand were a person, how would they speak?*

Lots of “likes” in their speech (don’t laugh but it’s true) edgy and hip, loves to workout.



### VOICE EXAMPLES

#### Warm & Knowledgeable

"We've curated something special for you. Pieces that deserve a second chapter."

#### Confident & Direct

"Designer quality. Smart prices. No compromises."

#### Playful & Inviting

"Come treasure hunting! Your next favorite piece is waiting."

## ◆ Tone Guidelines

*Define what your brand voice should and should not sound like*

**We ARE:**

Knowledgeable, attentive, passionate, fun

**We are NOT:**

Lower end, knockoffs

## Emotional Response

*How should customers FEEL when they interact with your brand?*

Easy place to sell clothes, find all their pieces under one roof, like it's their new go to place

# 5. Visual Preferences

## ◆ Color Preferences

*Colors you are drawn to (list specific colors or general palettes)*

Dusty rose and taupe pallet

*Colors to avoid*

e.g., Neon colors, orange, primary blue

*Any set colors (existing brand colors, industry standards)*

e.g., Must include blush pink #C0A4B8



## PINK-ANCHORED PALETTE IDEAS

Since you are drawn to pink, here are directions that work well for upscale boutiques:

### **Blush & Gold**

Romantic, luxurious, feminine. Soft pink foundation with gold accents and black grounding.

### **Dusty Rose & Taupe**

Sophisticated, muted, modern. Earthy undertones make pink feel grounded and mature.

### **Coral & Charcoal**

Fresh, contemporary, bold. Warmer pink with strong contrast for a more energetic feel.

### **Barbie Pink Pop**

Vibrant, confident, modern. Bold hot pink (#E0218A) makes a statement with clean black and white.

### **Rose & Caramel**

Warm, inviting, approachable. Soft pink blends into warm neutrals for a cozy, welcoming vibe.

### **Blush & Terracotta**

Earthy, organic, artisanal. Pink undertones with warm terracotta for a natural, handcrafted feel.

## ◆ Typography Preferences

*Typography is the style of lettering used in your brand. Here are the main categories:*

### Elegant Boutique

#### **Serif**

Letters have small decorative lines (serifs) at the ends. Traditional, elegant, trustworthy. Think: Times New Roman, but more refined.

### Modern Style

#### **Sans-Serif**

Clean letters without decorative lines. Modern, minimal, approachable. Think: The text you are reading right now.

### *Graceful Touch*

#### **Script / Decorative**

Flowing, handwritten feel. Personal, artistic, feminine. Best used sparingly for accents.

### Quality Finds

Curated with care

#### **Mixed Pairing**

Different fonts for headlines and body text. Creates visual hierarchy and interest.

*Which style(s) appeal to you?*

- ☐ Serif (traditional, elegant)   ☐ Sans-serif (modern, clean)   ☐ Script (decorative, personal)
- ☒ Mixed pairing

*Weight preference*

☐ Bold / Heavy    ☐ Light / Delicate    ☒ Medium / Balanced

## ◆ Overall Aesthetic

*Select the styles that resonate with your vision (choose 1-3). Conflicting styles will dim as you select.*



### Minimalist

Clean, simple, lots of white space. Less is more.



### Luxurious

Rich textures, gold accents, refined details.



### Modern

Contemporary, trendy, fresh and current.



### Organic

Natural, soft, earthy tones and textures.



### Vintage

Nostalgic, retro-inspired, classic charm.



### Artisanal

Handcrafted feel, personal, unique character.



### **Bold**

Strong colors, confident, makes a statement.



### **Whimsical**

Playful, fun, unexpected delightful touches.



### **Editorial**

Magazine-quality, curated, high-fashion feel.

## Imagery Style

*What type of photography or imagery represents your brand?*

- ☐ Lifestyle   ☒ Product-focused   ☐ People-centric   ☐ Flat-lay styling   ☐ Artistic / Abstract  
☐ Natural lighting

## Visual Inspiration

*List brands, websites, Instagram accounts, or images that inspire the look you want*

Lululemon, Vuori, Alo, free people, urban outfitters, Anthropologie, Brandy Melville, Louis Vuitton, Gucci, Chanel

## 6. Existing Brand Assets

### Current Logo

- ☐ No existing logo   ☐ Logo exists (will attach)   ☐ Logo could use a refresh

*If refreshing: What do you want to keep? What could change?*

### Existing Brand Colors

*List any established colors with hex codes if known*

e.g., Pink #E8A088, Gold #C9A855

### Existing Fonts

*List any established fonts currently in use*

e.g., Cormorant Garamond for headlines, Montserrat for body

### Other Brand Materials

*Check all that currently exist*

- ☐ Business cards   ☐ Letterhead   ☐ Signage   ☐ Packaging   ☐ Website  
☒ Social media profiles   ☐ Marketing materials

## 7. Applications & Deliverables

### ◆ Where will the brand be used?

*Check all that apply*

- ☒ Website   ☒ Social media   ☐ Print materials   ☐ Packaging / Tags  
☒ Storefront / Signage   ☐ Apparel / Merchandise   ☒ Email marketing   ☒ Advertising

Other...

### ◆ Deliverables You Would Find Helpful

*Check all that interest you*

- ☐ Logo (primary + variations)
- ☐ Color palette
- ☐ Typography system
- ☐ Brand style guide
- ☐ Business card design
- ☐ Letterhead
- ☐ Social media templates
- ☐ Email signature
- ☐ Signage design
- ☒ Website design

Other...

## 8. Timeline & Budget

### Project Timeline

Ideal completion date

Sooner than later but 1-2 months

Hard deadline (if any)

e.g. Store opening April 1

*Key dates or events driving timeline*



e.g., Grand opening, seasonal launch, marketing campaign

### Budget Range

*Select the range that fits your investment plans*

- ☐ \$500 - \$1,000
- ☐ \$1,000 - \$2,500
- ☐ \$2,500 - \$5,000
- ☐ \$5,000 - \$7,500
- ☐ \$7,500 - \$10,000
- ☐ \$10,000+

## 9. Additional Information

### Anything else we should know?

*Include any additional context, concerns, ideas, or inspiration not covered above*

Budget would include website and social media posts but we can discuss that more later

### Attachments Checklist

*Please include with this questionnaire (if available)*

- ☐ Existing logo files
- ☐ Mood board or visual inspiration images
- ☐ Competitor examples
- ☐ Photography or imagery to be used
- ☐ Any existing brand guidelines

Generate PDF to Email

Creates a PDF of your completed questionnaire to save or email

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