

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

Client / Business Name

Silk & Stone

Contact Name

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Date

02/13/2026

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~~

Sepurb 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

Events

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 words:

◆ 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 colors

Any set colors (existing brand colors, industry standards)

e.g. black and white, blue and grey



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

Existing Fonts

List any established fonts currently in use

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

8. Timeline & Budget

Project Timeline

Ideal completion date

Sooner than later but 1-2 months

Hard deadline (if any)

None. This project is not time sensitive.

Key dates or events driving timeline

Indicates branding, seasonal launch, marketing communication

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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