

Client Brand Guidelines and Assets Questionnaire

Please complete this questionnaire to help us understand your brand identity and gather the necessary assets for your project. This document is formatted for printing and physical archiving.

1. General Information

Company / Organization Name:

Primary Contact Name & Title:

Current Website URL (if applicable):

2. Brand Identity & Voice

Brand Mission Statement (In one sentence):

Primary Target Audience (Who are your customers?):

Three Adjectives that Describe Your Brand (e.g., Bold, Friendly, Professional):

Tone of Voice (e.g., Casual, Formal, Technical, Playful):

3. Visual & Creative Assets

Link to Logo Files (Vector / PNG formats):

Primary & Secondary Color Hex Codes (e.g., #FFFFFF, #000000):

Brand Fonts / Typography (Primary and Secondary):

Preferred Imagery Style (e.g., Stock photos, Custom illustrations, Minimalist):

4. Document & Resource Links

Link to Existing Brand Guidelines Document (if available):

Link to Shared Asset Folder (Google Drive, Dropbox, etc.):

5. Additional Notes

Specific design constraints, competitors to avoid, or other notes (Line 1):

Specific design constraints, competitors to avoid, or other notes (Line 2):