



P2E Brand Questionnaire

Content Discovery for New Branding Initiatives

This document is a starter-questionnaire that can help P2E better understand your competitive environment. The more we understand about the overall organization, the more relevant your brand will be to your targeted audiences. Sections include:

- SECTION 1: About Your Organization
- SECTION 2: Competitive Analysis
- SECTION 3: Market Analysis
- SECTION 4: Identity Development



SECTION 1: About Your Organization / Service

1. What is the single most important benefit that differentiates your organization/service?
2. Describe your organization/service in one sentence.
3. Describe your organization/service in two words.
4. Is there a story that is unique to your organization/service?
5. What is the emotional connection and how will you make it resonate?
6. Do you currently have a marketing plan?
7. Do you have a 5-year vision? Do you want to have similar clients and/or revenue?

SECTION 2: Competitive Analysis

1. Who do you consider to be the top three “competitor” organizations providing similar services?
2. What are the strengths and weaknesses of each of these organizations?
3. How will you or do you differentiate yourself / your services?
4. What do you like or dislike about the logos/branding of these other organizations?
5. Do you know why customers chose you over competitors?
6. Do you know why certain prospects chose a competitor over you?
7. Are you aware of any problems customers have encountered with your services?

SECTION 3: Market Analysis

1. Please describe your ideal target audience.
2. Is your target market familiar with your offering?
3. How do customers perceive you? How do they relate to you as opposed to your competition?
4. Have you thought about what position you would like to **own** (offerings or client specifics)?
5. What is your geographic market (local, regional, national, global)?
6. How do your services impact clients’ business? What is the bottom line value or effect?
7. Where do your customers get their information about your industry’s services?
8. Do you know which of these sources carry the most weight?

SECTION 4: Identity

1. What does your company name mean? How was it derived?
2. What is the most important thing you want to represent in a new visual identity?
3. Is there an icon or symbol that has relevance to your organization?
4. Are there specific colors that have relevance to your organization, and why?
5. What “personality” or “tone” would you like to convey.
6. Do you have a tagline? Should it be included in the logo?
7. Where will the logo be presented?
 - __Print
 - __Web
 - __Other
8. What's the most important application for your logo? (business card, website, t-shirts, etc.)
9. Does the logo require a specific wording style? (ie: Number seven vs. #7)
10. Preferred typography (heavy, bold, hand written, script, light)
11. Do any existing company logos appeal to you? Please provide website links if possible.
12. What do you like about these logos? (ex: color, typography, icon, etc.)
13. Do any existing company logos not appeal to you? Why?