

Brand Q&A

Company name:

Brand's mission (why does the brand exist?):

Brand's vision (what does the brand hope to accomplish and how?):

What are the company's core values?

What is your brand's voice (choose five)?

laid-back // aggressive

emotional // analytical

scientific // artistic

imaginative // practical

multifaceted // focused

fun // serious

vintage // modern

energetic // calm

rational // radical

quiet // bold

crafted // standardized

refined // raw

welcoming // reserved

vibrant // subtle

progressive // traditional

niche // mass-market

experimental // conventional

organic // industrial

basic // high-end

futuristic // nostalgic

graceful // rugged

budding // accomplished

dynamic // steady

relatable // mysterious

current // timeless

complex // simple

humble // brash

open-minded // opinionated

cheeky // respectful

casual // formal

professional // playful

idealistic // realistic

sincere // clever

adventurous // daring

geeky // wise

approachable // exclusive

intuitive // technical

What is/are your product(s)/service(s)?

What are the features of your product(s)/service(s) (what are the specs)??

What are the benefits of your product(s)/service(s) (how will it help or solve a problem)??

What is the unique value proposition of your product service (how is it different)??

design it **please**

For whom is/are your product(s)/service(s)? Be specific.

What do your product evangelists say about it?

What do your critics say about it?