

1. What is the exact name of your company/ product? Will the entire name be a part of the new identity?
2. Describe what your company/ product does?
3. Describe your typical customer: location, age, gender, interests, etc.
4. List your top competitors and/ or similar businesses to yours. (general and specific)
5. List any resources (associations/ websites/ books) for your field.
6. What is your unique selling point?
7. What company do you see using an effective logo and/or website?
8. What results do you expect from this project? (ie. awareness/ direct sales/ introduction)
9. List any considerations here.
10. Where do you see your business in 5 years?
11. A random question - If one animal represented your business well, what would it be?