



BRAND NEW DREAMS

BRANDING QUESTIONNAIRE

The following is a list of questions to help you determine the elements of your brand identity. Nothing is set in stone here. This is a playful guide to help you get things started. Once you're able to answer these questions, you might have a base for what your brand identity could be.

WHAT COLORS REPRESENT YOUR BRAND?	
WHAT SHAPE ENCOMPASSES YOUR BRAND?	
WHAT 3 ADJECTIVES DESCRIBE YOUR BRAND THE MOST?	
WHAT IS YOUR MANTRA?	
WHAT IS THE TYPEFACE OF YOUR BRAND?	
WHAT IS THE SPIRIT ANIMAL OF YOUR BRAND?	
WHO'S YOUR DREAM BRAND AMBASSADOR?	
WHO'S YOUR COMMUNITY/TRIBE?	
WHICH TOP 5 BRANDS INSPIRE YOU THE MOST?	