

» Branding can be fun!

1. Which of the following words describe how you want customers to perceive your product or service?

	<i>Does not describe</i>			<i>Describes it perfectly</i>	
	1	2	3	4	5
Energetic	1	2	3	4	5
Nurturing, caring	1	2	3	4	5
Intellectual	1	2	3	4	5
Experienced	1	2	3	4	5
Creative	1	2	3	4	5
Steady, loyal	1	2	3	4	5
Ninja	1	2	3	4	5
Powerful	1	2	3	4	5
Passionate	1	2	3	4	5
Engaging	1	2	3	4	5
Knowledgeable	1	2	3	4	5
Independent	1	2	3	4	5
Inspirational	1	2	3	4	5
Respected	1	2	3	4	5
Truthful	1	2	3	4	5
Down-to-earth	1	2	3	4	5
Logical, orderly	1	2	3	4	5
Humorous, joyful	1	2	3	4	5
Mysterious, elusive	1	2	3	4	5
Cautious, concerned	1	2	3	4	5

2. Any qualities that weren't mentioned on this list that you feel describe your business?

3. Which of the following words best describe the *feeling* you would like your customers to have after interacting with your business?

	<i>Does not describe</i>			<i>Describes it perfectly</i>	
Enlightened, inspired	1	2	3	4	5
Empowered	1	2	3	4	5
Relieved	1	2	3	4	5
Safe, secure	1	2	3	4	5
Loved, cared for	1	2	3	4	5
Open	1	2	3	4	5
Entertained	1	2	3	4	5
Joyful	1	2	3	4	5
Socially conscious	1	2	3	4	5
Satisfied	1	2	3	4	5
Confident	1	2	3	4	5
David Hasselhoff	1	2	3	4	5
Abundant, wealthy	1	2	3	4	5
Healthy	1	2	3	4	5
Intelligent	1	2	3	4	5
Free	1	2	3	4	5

4. Any qualities that weren't mentioned on this list that you feel describe your perfect customer experience?

5. My perfect logo is: *(Please put an "X" on the line showing where on the continuum your preference lies.)*

Abstract ————— Literal

Colorful ————— Muted

Modern ————— Traditional

High energy ————— Calming

Budget-oriented ————— High-end, wealthy

Symmetrical ————— Free form

6. What do you NOT want customers to think about when they think about your business?

7. My favorite color is: _____

8. My least favorite color is: _____

9. I have a specific request for my logo: Yes No *(If yes, please describe below.)*

10. There is something else I have to get off my chest! Yes No *(If yes, please describe below.)*
