**Business Branding Guidelines - A Survey**

Use this survey to bring your branding together, either use this as a document for yourself to create your brand guidelines. If you struggle to answer these questions or need assistance, please get in contact.

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| **Business Name:** |  |
| **Your Name:** |  |
| **Business Website:** |  |
| **Social media Links:** | LinkedIn:Facebook:Instagram:Twitter:Tik Tok:Other:  |
| **Contact Details:** | Email: Phone: |
| *Follow the next sequence of questions to start getting an idea of your brand.* |
| **Do you have a Logo?** | Yes / No |
| **Insert your logo here:***Please note this image will become low resolution so always send creators the original file of your logo when creating content etc.* |  |

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| **This about use of your logo** |
| **On a text document where should your logo be placed?***i.e. top header central* |  |
| **On photos where should your logo be placed?***I.E. bottom left, if using the transparent logo ensure the image does not distort the logo.*  |  |
| **What are your Logos colour options?** *Primary Secondary***Text  Description automatically generated**Text  Description automatically generated |  |

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| **This Section is about Fonts** |
| **What is your main Heading Font?***I.e.* LULO CLEAN |  |
| **Where should this be used?** *i.e. only to be used on titles above the main body text.* |  |
| **What is your secondary font?***I.e.* Avenir Light |  |
| **Where should this be used?***i.e. this should be used on longer formed sentences or paragraphs. Or less important titles.*  |  |
| **What other fonts do you use and how?** *i.e. I use Dancing Script Regular for names and quotations.* |  |

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| **This Section is About Colours** |
| **What’s your 1st main brand colour?***i.e. Purple* |  |
| **Do you have the # code for it?***i.e. #351341* |  |
| **Is this used for anything specific?** *Ie secondary background colour.* |  |
| What’s your 2nd brand colour? i.*e. Gold* |  |
| **Do you have the # code for it?***i.e. #BD9D33* |  |
| **If this used for anything specific?** *i.e. Title / heading colour* |  |
| **What is your 3rd Colour?** *i.e. Off White* |  |
| **Do you have a # for it?***i.e. #FAFAFA* |  |
| **Is this used for anything specific?** *i.e. Main Background colour OR font colour when background it dark.*  |  |

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| **Getting to know your brand identity.** |
| **What three words best describes your company?** *i.e., Friendly, Outgoing, Creative* |  |
| **If your business was a celebrity, who would it be and why?**i.e. Miranda Hart – Successful, funny and approachable.  |  |
| **Why are you in this line of business?** *i.e. Creativity is apart of my hart and I love brining peoples vision to life.*  |  |
| **What are your business’s overall objective?** *i.e. To be the chosen creative to help be seen online for many business decision makers.* |  |
| **What is your businesses main USP’s?** (Unique selling point) i.e. I capture everything myself and don’t use stock footage for projects.  |  |
| **Who is your main target customer?** *i.e. Small business owners in the south east looking to develop their digital presence within the hospitality sector.*  |  |
| **Can you identify 3 of your main competitors?** |  |
| **Why do your clients trust you?**i.e. on time, honest and open to give feedback on current processes.  |  |
| **Why is your business story? How did you get to here you are?** *i.e. From full time student to full time self-employed. I grew in a time where many people found it difficult to launch.*  |  |