**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.* |  |