



mirata ltd
technology that connects

Creating Your Brand

This document aims to help with specifying what you are looking for in a new brand. From this we can move forward with how we can create an identity to suit your requirements and organisation.

Branding Strategy Questionnaire

What is the name of your organisation?

Section 1: Brand Behaviours

Purpose

What is the nature of your organisation?

Business

Charity

Faith Organisation

Personal Identity

Other (please specify)

Why does your organisation exist?

Who are your target audiences?

Mission

What does your organisation set out to achieve?

Please list some of the projects/products/initiatives that your organisation currently offers:

Please describe your approach in 5 words:

How does your organisation currently reach its target audiences?

Vision

What are some of the ideas/projects/products you have in mind for the future?

Section 2: Brand Communication

Using 5 words, describe how you would like people to feel when interacting with your organisation:

Please select which tone of voice would be most appropriate for your organisation:

Serious and Formal

Practical and Friendly

Casual and Humorous

Section 3: Brand Design

Do you have an existing brand / logo?

Yes

No

If yes, please outline its positive and negative points below:

Please specify which colours you would like to consider when forming a new logo design

Would you like a logo that is typography based, or to include some imagery?

Text based

Image based

A combination of text and imagery

Will you require a family of logos, varying in size, for application on a variety of products/spaces?

Yes

No

Are there any fonts that you have been using as an organisation and wish to continue through into your new brand?

Section 4: Additional Products

Please list any graphic products / stationery item designs you will need us to produce once your brand has been finalised:

Additional Notes

Please list here any additional ideas you have that you would like to build upon:

Next Steps

Once we have this information, we will produce some initial designs and send them for approval / feedback.