



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.