



*Patternhill Studio*

# In-depth Client Questionnaire



Please fill out this questionnaire in as much detail as possible. It will help me gain a better understanding of your business, requirements, and vision, which, in turn, will assist in crafting the best branding and experience for you!

# ◆ Getting to know your business

These questions will help with the strategy session and get to the core of your brand. Please spend some time on these questions and don't hesitate to ask if you're not sure of anything.

**What's the name of your business? What is your service or product?**

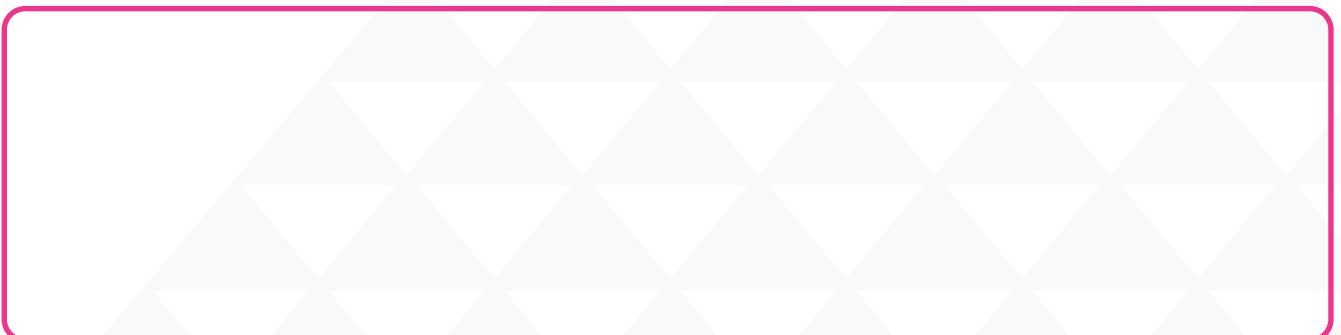


**Is there a unique story behind the name and business?**



**Who is your ideal audience/customer?**

**Think about age, gender, personality, income, personality etc.**



# ◆ Getting to know your business

**Who are your top 3 competitors?**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**How is your business run? How do clients/customers find you, make a purchase and receive their goods?**

**What words would you use to describe your brand's personality?**

**What message do you want to convey to your customers? How do you want your customers to feel when they interact with your business?**

# ✦ Creative Direction & Visual Identity

It's time to look at the visual side of your brand and get a clearer idea of what you imagine your dream brand aesthetic to be. Don't worry if you're not sure as it's my job to steer the visual direction.

**Please link your Pinterest/vision board below. If you don't have a vision board, I highly recommend creating one, or at least sending over some imagery that resonates with you and your business.**



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**What do you like about your Pinterest board/ images provided?  
Go into specifics about certain images/aesthetics.**

**What words would you choose to describe your desired vibe and look?**

**If you have an existing brand identity, why isn't it working for you?**

# ✦ Creative Direction & Visual Identity

**Any font styles that you like and why?**

**Any colour schemes that you like and why?**

**Feel free to let me know any colours to avoid if you feel strongly too!**

**Any icon, symbol or image that you are connected to that you might want to include within your brand?**

**Are you envious of any business' branding? If so, who and what makes it so special?**

**Is there anything else you'd like me to know?**



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**Thank you  
for taking the  
time to answer.**

***I can't wait to get started on your branding!***