Brand Q&A

Company name:

Brand's mission (why does the brand exist?):

Brand's vision (what does the brand hope to accomplish and how?):

What are the company's core values?

design it please

What is your brand's voice (choose five)?

- ○ laid-back // aggressive ○
- ○ emotional // analytical ○
- ○ scientific // artistic ○
- ○ imaginative // practical ○
- ○ multifaceted // focused ○
- ○ fun // serious ○
- ○ vintage // modern ○
- ○ energetic // calm ○
- ○ rational // radical ○
- ○ quiet // bold ○
- ○ crafted // standardized ○
- ○ refined // raw ○
- ○ welcoming // reserved ○
- ○ vibrant // subtle ○
- ○ progressive // traditional ○
- ○ niche // mass-market ○
- ○ experimental // conventional ○
- ○ organic // industrial ○
- ○ basic // high-end ○
- ○ futuristic // nostalgic ○
- ○ graceful // rugged ○
- ○ budding // accomplished ○
- ○ dynamic // steady ○
- ○ relatable // mysterious ○
- ○ current // timeless ○
- ○ complex // simple ○
- ○ humble // brash ○
- ○ open-minded // opinionated ○
- ○ cheeky // respectful ○
- ○ casual // formal ○
- ○ professional // playful ○
- ○ idealistic // realistic ○
- ○ sincere // clever ○
- ○ adventurous // daring ○
- ○ geeky // wise ○
- ○ approachable // exclusive ○
- ○ intuitive // technical ○

What is/are your product(s)/service(s)?

What are the features of your product(s)/service(s) (what are the specs?)?

What are the benefits of your product(s)/service(s) (how will it help or solve a problem?)?

What is the unique value proposition of your product service (how is it different?)?

For whom is/are your product(s)/service(s)? Be specific.

What do your product evangelists say about it?

What do your critics say about it?

You've defined your brand.
Now let's help the world see it.

Filling this out is a big deal. Most businesses skip the deep questions. Then they wonder why their website feels off. But you are already ahead.

Your voice, your values, your vision. These are the heart of your brand. They deserve to be seen and heard through a website that looks like you and works like a trusted teammate.

If you are ready to turn clarity into confidence and ideas into action, I am here for it.

Let's build something beautiful together.

Get Started!

design it please