

# Brand Identity Questionnaire



Questionnaire Date: \_\_\_\_\_

BIQ Number: \_\_\_\_\_

Please complete this questionnaire as much as possible to ensure that we can help you as much as possible. All information is confidential and not shared with any third parties. Please send the completed form back by email: [info@amgraphicdesign.ca](mailto:info@amgraphicdesign.ca)

## 1.0 Your Information

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

To be compliant with CASL (Canadian Anti-Spam Law) by sending this form back to us, either in person or by email, you acknowledge and approve us to send you emails via the above-mentioned email address or by the email address this form is received at. [Click here for more information.](#)

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

Would you like to subscribe for any future newsletters either email or mail:

Yes

No

Social Media that you use:

Twitter  \_\_\_\_\_ Facebook  \_\_\_\_\_

Instagram  \_\_\_\_\_ Other: \_\_\_\_\_

Preferred Communication Method:

Phone  Email  In-Person (*Greater Montreal Area Only*)

Communication Language

English  French (*Email Only*):

Preferred Meeting Tool (*English Only*):

Google Meeting  Zoom  Microsoft Teams  Skype  In-Person

Please specify your username for the above-mentioned method: \_\_\_\_\_

# Brand Identity Questionnaire



## 2.0 Your Companies Information

Company or Business name: \_\_\_\_\_

Does your company name have to be in French (*Quebec Clients only as per French language laws*) :

Yes  No

If your business name is in French, do you have an English version or a version in any other language (if applicable): \_\_\_\_\_

Company Website: www. \_\_\_\_\_

Does your website have 2<sup>nd</sup> Language Options:

Yes  No

If yes, what other languages (*French must be an option if you're a client in Quebec*):

French  Chinese  Other: \_\_\_\_\_

Do you have your own web designer: Yes  No

If yes who is your web designer? \_\_\_\_\_

Business Type: \_\_\_\_\_

How Long have you been in business: 1-3 Years  4-9 Years  10+ Years

If you are not the Sole Proprietorship (you own the entire company in its entirety),

who are the other owners and their percentage of ownership:

Name	Percentage

What other Provinces you do business in (Check all that apply):

BC  AB  MB  SK  ON  QC  NB  PEI  NFLD  Other: \_\_\_\_\_

What do you sell: Products  Services  Other: \_\_\_\_\_

\_\_\_\_\_

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If you sell Products, what is your product? \_\_\_\_\_

Do your products require bilingual (French & English) Packaging and Labels:

Yes  No

If you sell a service, what are your main services? \_\_\_\_\_

Do you offer services in French? Yes  No

## 2.1 Your Companies Brand

Please attach a picture of your company's Logo and other branding when you email this form back

What are your brands three(3) main colours and if possible, please give colour codes (you can use <https://imagecolorpicker.com/en> to help you find your colour codes)

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

Why did you choose the above-mentioned colours: \_\_\_\_\_

Are any of the colours you use for your brand trademarked?

Yes  No

If yes, is your trademark license up to date and under what authority?

Does your Logo and/or brand have a specific meaning or emotion, if no please explain:

Who designed your current logo? Yourself  Design Agency

# Brand Identity Questionnaire



If a design agency created your logo, please specify which company:

\_\_\_\_\_

Why did you choose this company (if applicable): \_\_\_\_\_

\_\_\_\_\_

Do you use any printing or publishing companies for your marketing materials or packaging and product labels if any: \_\_\_\_\_

\_\_\_\_\_

What was the wait time for your printed products to arrive once ordered: \_\_\_\_\_

What is your company's core values and your mission statement: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What is your target audience: \_\_\_\_\_

\_\_\_\_\_

What makes your company unique from your competitors: \_\_\_\_\_

\_\_\_\_\_

What is your key message, through your branding: \_\_\_\_\_

\_\_\_\_\_