

VICAREL

# Client Questionnaire

DELIVER BETTER DESIGN WORK THROUGH A  
BETTER UNDERSTANDING OF WHO YOU'RE  
WORKING WITH, WHAT THEY DO, WHO THEY  
DO IT FOR, HOW THEY'RE DIFFERENT AND  
WHAT THEY STAND FOR.

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MORE RESOURCES  
[VICARELSTUDIOS.COM](https://vicarelstudios.com)

Please answer the Questions below to the fullest of your ability—the more information I have about you and your brand, the more informed my design decisions can be. ***Feel free to omit any questions that feel irrelevant or inapplicable.*** Please send me an email when you are completed:

**ENTER EMAIL ADDRESS HERE**

*Providing thorough responses to the questions below will enable us to have more informed conversations later on—thank you in advance!*

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## **BRANDING / LETTERING QUESTIONNAIRE**

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**Client Name**

**What is your business name? What is the meaning behind the name?**

**Do you have a current website?**

**What is your company size?**

*Individual, New Startup, Established Startup, Mid sized (11-40), Large (50+)?*

**How long have you been in business?**

**How do people find out about your business/brand?**

**What is your audience age/age range?**

**How long has your company been around/what is your established date?**

**Why do you want a new logo + branding?**

*What do you want your new branding to accomplish?*

**Are you here for something other than just branding?**

*What are your perceived needs? Logo, copywriting, photographic style guides, social media, website, marketing collateral, email campaigns, apparel design, etc.*

**What gets you up in the morning?**

**What is your core purpose/why does your company exist?**

*Try to be concise, but make sure to include who your ideal audience is, what your business has to offer, as well as how they (your consumer) benefit from your service/product.*

**What is your Mission Statement?**

*Don't have one? Simplify your core purpose into one or two sentences.*

**What 5 (or more) adjectives best describe your brand?**

*These words will cultivate the emotion that people get when interacting with your brand.*

**What 5 (or more) adjectives best describe your product/service?**

*These words will cultivate the emotion that people get when using your products/services.*

**What areas do you have experience and credibility in?**

**Who is your ideal client / target audience?**

*Try to get specific! Are they a certain age or demographic? What adjectives describe them? Where do they shop?*

**What is the "single thought" that you want your audience to associate with your brand?**

*Please list at least five key words/phrases.*

**What is your client / target audience's most basic problem, that you have the solution for?**

**What makes your business unique?**

**Why is your product/service valuable to people?**

**If your brand/company was a song, what would it be, and why?**

**If your brand/company was an animal, what would it be, and why?**

**If your brand/company was a plant, what would it be, and why?**

**If your brand/company was an automobile, what would it be, and why?**

**If your brand/company was a celebrity, who would it be, and why?**

**If your brand/company was an apparel brand, what would it be, and why?**

**What are a few big goals you have for your business? How do you think you will expand in the future?**

*What do you aim to accomplish in 5, 10, or 20 years?*

**Where will your logo primarily be used? Print, web, merchandise?**

**How do you prefer your logo be worded/written out?**

*ex: Spruce Rd. (Design Studio underneath) vs. TheSpruceRoad*

**Do you have a tagline? If so, would you like it stated alongside your logo?**

**Do you have any additional elements or information that you would like to potentially see with your logo?**

*ex: Est. 1998, Handcrafted in the USA, etc.*

**Who are your competitors?**

*This allows me to better understand your market + competition. We want to make sure to steer away from a visual identity that is too similar to theirs. You have a unique brand, and I want to make sure we stay true to that.*

**Who do you think is “doing it best” in your industry?**

**How are you different and/or better than your competitors?**

**Do you have any color preferences, or existing brand colors that need to remain?**

**Do you have any colors you want to steer away from?**

**What three brands do you love, and why?**

*Are they fun + whimsical, clean + professional, or sophisticated? Think in terms of your business, not just brands that you personally love. We need to make sure that your new visual identity best represents your business, and not just your personal style — although sometimes these are one in the same!*

**Do you have a preference on typography? Is there a reason why you feel this way?**

*(ex: script, bold, light, hand drawn, custom lettering, etc.)*

**What areas of your current brand do you want to keep, if any at all? Please explain.**

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**Any additional details or creative considerations? I want to ensure we are on the same page throughout this collaborative process!**

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## **MURAL QUESTIONNAIRE**

Note that there are many similarities with the questionnaire above.

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**Client Name**

**What is your business name? What is the meaning behind the name?**

**How long has your company been around/what is your established date?**

**Why do you want a mural(s)? What do you hope our collaboration will achieve? Why is having a mural beneficial to you?**

*What do you want your new office artwork to accomplish?*

**What are the dimensions (estimates are fine) of the wall(s) being considered?**

*Rounded to the nearest half inch*

**What is the wall material?**

*Brick, drywall, concrete, wood, etc.*

**What is directly across from the wall we will be painting, and how far away is it?**

*I.e. if your wall had eyes, what would it be looking at? How far away is that/those things?*

**Will this wall be lit, naturally or with lighting, in any way?**

**If an exterior wall, have you received the proper permitting?**

*If based in Denver, [here are some details](#).*

**What type/style of artwork do you tend to gravitate towards?**

*Feel free to describe it and/or send links and images. Colorful, abstract, lettering, portraiture, etc, simple, maximalist, etc.*

**Who is this mural for?**

*I.e. an externally-facing mural for clients, customers and passersby? An internal mural for employees and prospective/current clients?*

**What gets you (the employees) up in the morning? Why do they work for your company?**

**What is your core purpose/why does your company exist?**

*Try to be concise, but make sure to include who your ideal audience is, what your business has to offer, as well as how they (your consumer) benefit from your service/product.*

**What is your Mission Statement?**

*Don't have one? Simplify your core purpose into one or two sentences.*

**What 5 (or more) adjectives best describe your brand?**

*These words will cultivate the emotion that people get when interacting with your brand.*

**What 5 (or more) adjectives best describe your product/service?**

*These words will cultivate the emotion that people get when using your products/services—if you need to go back above and edit/rearrange your adjectives, please do so!*

**What areas do you, as a business, have experience and credibility?**

**Who is your ideal target audience/consumer?**

**What is the “single thought” that you want your audience to associate with your brand?**

*Please list at least five key words or a phrase or two.*

**What makes your business unique? Who is your competition, and in what ways are you different from them?**

**If your brand/company was an animal, what would it be, and why?**

**If your brand/company was a plant, what would it be, and why?**

**What are a few big goals you have for your business? How do you think you will expand in the future?**

*What do you aim to accomplish in 5, 10, or 20 years?*

**Do you have any color preferences, or existing brand colors that need to remain?**

**Do you have any colors you want to steer away from?**

**Are there any core themes or ideas you'd like to consider for these murals?**

**What three brands do you love, and why?**

*Are they fun + whimsical, clean + professional, or sophisticated? Think in terms of your business, not just brands that you personally love. We need to make sure that your new visual identity best represents your business, and not just your personal style — although sometimes these are one in the same!*

**Are you particularly drawn to any style of typography? Is this a personal preference, or does it reflect that of the preferences of your target audience?**

*(ex: script, serif, sans serif, hand drawn, bold, light, ornate, vintage, etc.)*

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**Any additional details or creative considerations? I want to ensure we are on the same page throughout this collaborative process!**

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