

Branding and Business Questions:

1. Unique selling proposition i.e. what are the things that make you different from everyone else doing the same thing?

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2. What's the single biggest reason why people will come to you as opposed to anyone else?

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3. Bring any imagery that you've seen that you like and also have a think of what colours you'd like?

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4. What media will your logos be used in i.e. print? www?, social media?, clothing?...etc any others?

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5. Who's the target audience? (more you can define this the better), or if it's easier "describe your ideal customer"

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6. Style & tone - light hearted? Serious? Fun? Technical? Contemporary?

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