# Who are you?

## What is your business?

**Name of your company / product?**

**Do you have a story that helps describe your product or aligns with/explains the name?**

**Is there anything else that is important for your Audience to know?**

## Who is your Audience?

**Who is your Primary Audience that you are trying to reach?** The more specific the better

**Audience Direction.** What is your audience doing now? And what would you like them to do via your product.

**What is your Main Message?** If your audience only remembers one thing about your product what should it be?

# What do you need?

**What design products do you need in addition a Brand Identity?** Web Site? Ad Campaign Elements? Social Media? More? (You can decide if you don’t actually need something later, this is to give me an idea of where your design may live)

**Which is most important to start on now?**

## Design Needs

**What is your tone?** Relaxed? Friendly? Creative? Warm? Smart? Other?

**How should your Audience feel?** A Confidant? Friend? Partner? Controller?

**What Elements do you already have/want for this product?**

List Logos, imagery, phrases, brand colors, if applicable.