



# Brand Building Guide & Questionnaire

Step-by-step instructions to clearly define your brand's message,  
so that we can create your brand's visuals with purpose & personality

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# Start Here

As you know by now, your business's "brand" is so much more than just its logo. Your brand is the external, expression of your company's internal mission, values, and competitive advantage. Your brand is how you intend to communicate those "hidden" elements of your business to your target audience or ideal customer.

What brand elements do we use to communicate those hidden values? Things like: your messaging, the tone of your writing, your business's colors, fonts, website design (and structure), logo design, imagery (photography, graphics, and icons) and more can all be used to communicate elements of your business's mission, values, and competitive advantage.

The goal in a well organized strategic brand is to ensure all of these tangible elements are selected with care, based on the environment (industry + target audience) that you will be launching your business in.

To that end we have to gather information about your business, your industry, and your target audience, as well as your design preferences. So let's get started!

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# Business Overview

Before diving into where you're going, we need to take an audit of where your business is. Some of the following questions are designed just to get all the relevant information about your business catalogued in one place and some you may need to do some digging to answer.

Answer these questions as accurately as possible, but don't spend too much time on any one question. "Go with your gut" is good advice to follow and "I don't know" is an acceptable answer. We want to identify weaknesses and blind spots in this branding process just as much as we want to highlight strengths.

## Let's get started

Your name:

Email:

Phone:

Business Legal Name/Blog name:

Main Business Location:

Business Website (or domain):

Other locations where your business has "Nexus":

Number of Employees:

List all Products and/or Services your business offers (*indicate which is your main offering*):

Business slogan or catch-phrase:

Mission Statement: ex. "my company does (what you do best) for (ideal client) so that (client results)"

Core Values or Beliefs: ex. "dependability" "honesty" "family first"

# Business Overview

Is there a unique story behind your business's name or why you started this business in the first place?

What social media platforms are you on?

What social media platform do you focus on?

How do your clients currently find you?

What marketing strategies have worked well for you in the past?

What marketing strategies have NOT worked well for you in the past?

Do you offer any extra products or services in addition to your main offering?

What is your greatest competitive advantage?

# Business Overview

What problem does your business solve for it's customers?

What promises does your business make to your customers? (Or what promises do you intend to make?)

Are your current clients the right clients? Is your product tailored to solve their unique problem?

Are the majority of your leads ready to hire you or are they more of a "hard sell"?

What is your biggest business struggle?

How are you planning to overcome this struggle?

What are your business's greatest strengths?

# Business Overview

Nobody likes a re-brand. It's an unnecessary expense that can be avoided if you craft your brand with the future in mind. So, take a moment to jot down your business's 1-year and 5-year goals. Items to include would be:

- Types of services/products you offer (will you expand or change your services/products?)
- Types of clients you're working with (do you see yourself expanding into new markets?)
- Pricing (have you raised your prices? Lowered them? Stayed the same?)
- How does your business look internally? (Do you want to hire more people? Purchase new software?)
- What income goals do you have?

1 Year Goals

5 Year Goals

# Industry Analysis

I'm sure you've noticed that this questionnaire asks some questions that are essentially the same in different ways. This is on purpose. It's to get you thinking about your business from many different angles and will help you recognize inconsistencies.

We'll now take a look at your industry to see if the business you've just described fits - and where!

What industry is your business in?

What niche do you target?

Who are your main competitors?

Why would customers choose you over your competition?

What is the main differentiating factor between product/services in your industry?

Where are you positioned in your industry?

# Target Audience

For this series of questions, think about the best client/customer/reader you ever had. This may be a real person or just who you imagine would benefit the most from your product/service. Specific answers are key here. It is important to think about the kind of person you enjoy working with.

Are they more masculine or feminine?

How old are they?

What is their relationship status?

Do they have kids? Pets?

Where are they from geographically?

What is their occupation?

Are they tech/social media savvy?

What is their level of education?

What do they do for fun? (Any hobbies?)

What season of life are they in?

What Activities do they regularly pursue?

What are their top 5 priorities?

What are their struggles?

What are their objections to your product?



# Target Audience

What brands are they already frequenting?

What problem(s) (or needs) do you solve for them?

What specific goals do you help them achieve?

Does your product help them achieve personal or career goals (or both & how are they connected)?

# Aesthetic & Messaging

Think of your business as if it were a friend of yours. Think about what interacting with your business as a person would be like and answer the following questions.

What words describe your brand's personality? (Check all that apply)

|               |             |               |               |
|---------------|-------------|---------------|---------------|
| Realistic     | Principled  | Conscientious | Warm          |
| Nurturing     | Sensitive   | Energetic     | Optimistic    |
| Perceptive    | Curious     | Analytical    | Insightful    |
| Trustworthy   | Responsible | Lively        | Adventurous   |
| Direct        | Kind        | Supportive    | Innovative    |
| Friendly      | Creative    | Compassionate | Traditional   |
| Down-to-earth | Practical   | Meticulous    | Compassionate |
| Independent   | Realistic   | Harmonious    | Risk-taking   |

Other:

What other brands does your brand want to be like when it grows up and why?

# Aesthetic & Messaging

What words describe your brands aesthetic or 'look'? (Check all that apply)

Minimal

Muted

Grungy

Masculine

Trendy

Feminine

Elegant

Textured

Sketched

Colorful

Bold

Bright

Dark

Modern

Clean

Futuristic

Natural

Vintage

Retro

Boho

Other:

What traits do you NOT want associated with your brand?

How does your brand sound/speak?

If your brand were a person, how would they dress?

Where would your brand spend their free-time?

# Aesthetic & Messaging

What subjects or activities is your brand interested in?

What relationship does your brand have with your clients?

How does interacting with your business or using your product make your clients feel?

What images or stylistic elements do you want (or are already) associated with your brand?

What images or stylistic elements do you NOT want associated with your brand?

How does your brand look in print?

# Aesthetic & Messaging

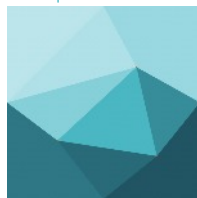
What colors represent your brand? (check all that apply)

blue tones



knowledge, trust,  
calm, honesty

aqua tones



empathy, compassion,  
clarity, precision

green tones



growth, harmony,  
success

yellow tones



energy, intellect,  
fun, youth

orange tones



creativity, adventure,  
happiness

red tones



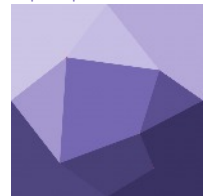
energy, action,  
passion, love

pink tones



intimacy, love,  
calm, nurture

purple tones



imagination, luxury,  
spirituality, royalty



cannot decide

dark neutrals



formality, mystery,  
exclusivity, luxury

light neutrals



purity, balance,  
sophistication

Additional notes on color or style?

# Inspiration Board

This is the final step of our brand building journey! Pinterest is the perfect tool to create a visual inspiration board for your brand. Using Pinterest will allow you to see how the aesthetic and messaging you developed in this guide translate visually.

To make pinning relevant images easier we first have to identify some keywords for your brand. Look back at your mission statement and the adjectives you identified earlier in this guide. Pull the top 10-20 adjectives and emotions you believe will best represent your brand and support your mission.

Create your list of keywords here:

Now, you can create a secret Pinterest board for your brand and start pinning!  
There are several elements you'll want to pin:

- Lifestyle Images - Most important
- Color Palettes
- Patterns
- Textures
- Typefaces
- Brand collateral (business cards, brochures, etc,) - sparingly, if at all
- Logos - sparingly, if at all

You'll want to focus on pinning at least 20-30 lifestyle images, with the other elements used sparingly. The goal for this inspiration board is to pin images that embody how you want your audience to feel when interacting with your brand and using your product.

How should you find relevant lifestyle pins? Look at your keywords list and start searching some of those adjectives and emotions. You can also look at the descriptions you wrote for your target audience and your brand. Search for images of how your brand dresses or locations your brand would hang out. Get creative with your searches, you can always weed out the images that don't quite fit later.

Use the pins description to record why you're adding the image and how you think it supports your business's mission and your brands message.

# Notes

## You Made it!

You just successfully create a brand for your business that is based on sound market research and your business's own mission and values!

If you have trouble translating your intangible brand messaging into visual images when creating your inspiration board on pinterest, feel free to reach out to me! I'm more than happy to go over your branding questionnaire and make recommendations.

Just send this branding questionnaire to: [samantha@tarragonstudios.com](mailto:samantha@tarragonstudios.com)

Record some final notes on the direction you believe you should take the design of your brand.

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