

To help us best meet your brand and design requirements please answer the following questions to clarify 'who' your are and 'what' you do.

**DESCRIBE YOUR COMPANY/BUSINESS:**

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**WHAT INDUSTRY ARE YOU IN?**

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**WHAT ARE THE THREE MOST IMPORTANT FEATURES OF YOUR BUSINESS?**

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**CAN YOU DESCRIBE YOUR BUSINESS IN THREE WORDS?**

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**WHO OR WHAT DO YOU SEE AS YOUR MAJOR COMPETITION?**

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**WHAT IS UNIQUE ABOUT YOUR BUSINESS COMPARED WITH THE COMPETITION?**

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**WHAT GEOGRAPHIC REGIONS WILL YOU SERVE?**

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**WHO IS YOUR TARGET MARKET? DESCRIBE THE DEMOGRAPHIC OF YOU POTENTIAL CUSTOMERS**

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**WHAT IS THE PRIMARY MESSAGE YOU WANT TO CONVEY?**

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**WHAT YOU MAKE ME CHOOSE YOUR PRODUCT/SERVICE OVER THE COMPETITION?**

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**IF YOUR COMPANY WAS A GENDER WHAT WOULD IT BE?**

*Visual Personality Elements*

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**IF YOUR COMPANY WAS A COLOUR?**

*Visual Personality Elements*

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**IF YOUR COMPANY WAS AN ATTITUDE?**

*Visual Personality Elements*

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**IF YOUR COMPANY WAS A MOOD OR FEELING?**

*Visual Personality Elements*

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**IF YOUR COMPANY WAS AN ANIMAL?**

*Visual Personality Elements*

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