

The branding questionnaire

From: [your agency], [address], [email]

For: Pemberton Street Flowers, a florist with one shop open and a second opening in Bay View, Milwaukee, Wisconsin

Sent: Tuesday, October 13, 2026. Returned: Monday, October 19, 2026

Filled in by: [owner's name], owner

Each question says how we'll use your answer. Sections 2 and 3 become the test we hold every logo idea to before you see it, and the test you can hold it to when you do.

1. THE BUSINESS

1.1 What does the business do, and who buys from you most? (Sets the starting point for both logo routes.)

Answer: Everyday bouquets, sympathy work and weddings. Walk-in customers are mostly neighbors, and weddings bring in about a third of our revenue, booked months ahead.

1.2 Why change the brand now? (Tells us whether this is a refresh or a new look.)

Answer: Our second shop opens in March in Bay View, and our logo is a clip-art rose from 2011 that blurs on anything printed small.

1.3 Is the name staying, and has anyone checked it's free to use? (We don't run trademark searches. If the name is new, have a lawyer check it before we design around it.)

Answer: The name stays, and we've traded under it since 2011.

2. HOW IT SHOULD FEEL (this becomes the test)

2.1 Which two words should a customer use about the shop after seeing the new sign? (Every route is checked against them before you see it.)

Answer: Generous and local.

2.2 Which word would worry you? (A route that reads this way doesn't get shown.)

Answer: Corporate, because we don't want to look like a chain.

2.3 Name one business whose look you'd hate to be mistaken for, and say why. (Checked against every route's colors and shapes.)

Answer: The floral counter at [grocery chain]. Their green and white is what people picture when they think of cheap flowers.

2.4 Which two brands do you like the look of, and what exactly do you like? (A starting point for the routes, never something to copy.)

Answer: [bakery], for the hand-drawn lettering, and [bookstore], for how plain its sign is.

3. WHERE IT HAS TO WORK (each place is a priced line in our quote)

3.1 List every place the logo will appear in the first year. (Each one is a line of artwork in the quote, and a place added later is priced the same way.)

Answer: The storefront signs for both shops, the delivery van, the round sticker that seals our paper wrap, our ribbon, the gift card insert, the website header and our social profile pictures.

3.2 What's the smallest size it still has to read at? (Every route is printed at this size before you see it.)

Answer: The sticker, 1.5 inches across.

3.3 What's the farthest away someone will read it from? (Every route is read on a printed proof from this distance.)

Answer: The van from across the street, about 60 feet.

3.4 Will it ever be printed in one color, stamped or stitched? (Every route gets a one-color version.)

Answer: Yes, we stamp our kraft paper with a rubber stamp in one ink.

4. WHAT STAYS

4.1 Is there anything in your current look customers would miss? (Kept unless you tell us otherwise.)

Answer: The plum awning on the first shop. People give directions by it.

4.2 Do you have the original files for your current logo? (If you don't, redrawing the old one isn't in the quote.)

Answer: Only a JPG the sign shop sent us.

5. DECISIONS

5.1 Who picks the route and approves the final logo? Please name one person. (Goes into the quote's assumptions.)

Answer: [owner's name]. My sister runs the wedding side and should see both routes.

5.2 Who gathers everyone's comments and sends them to us as one reply, and within how many working days? (Sets the two rounds of changes in the quote.)

Answer: I will, within three working days.

5.3 The quote includes two logo routes and two rounds of changes on the one you choose. A third route is \$2,160 and an extra round is \$675. Have you read that? (Written into the quote as it stands.)

Answer: Yes, we've read it.

6. WHAT YOU RECEIVE

6.1 Who will use the files once we're done, such as a sign shop, a printer or someone posting on social media? (Sets which file types we export.)

Answer: Our sign shop, an online sticker printer, and me making posts in Canva.

6.2 Do you need a full brand guidelines book, or one page on how to use the logo and colors? (A one-page sheet is in the quote, and a full book is priced separately.)

Answer: One page is plenty for us.

7. DATES AND BUDGET

7.1 Is there a date the new look has to be ready by, and what happens on that date? (Sets the schedule.)

Answer: Sign artwork to the sign shop by Monday, February 1, 2027, so the Bay View sign is up for the March opening.

7.2 What range have you set aside for this? (Tells us whether to quote everything above or a first phase.)

Answer: \$11,000 to \$14,000.

8. NOT NOW

8.1 Is there anything you want eventually but not in this project? (Written into the quote as not included.)

Answer: A separate look for the wedding side, maybe next year.

Returned by: _____ Date: _____