



ROSE QUARTZ
CREATIVE CO

Client Questionnaire



ROSE QUARTZ
CREATIVE CO

Thanks for enquiring to work together. I'm so excited to learn more about your business and vision. This questionnaire helps me understand your goals, style, and personality so I can design a brand that truly feels like you. Take your time, and don't worry if you're unsure on some questions — just share as much as you can. Some of these questions will/won't be applicable to you based on whether you are a new or pre-existing business requiring brand support.

About YOUR business

Do you already have a business name? If so, what is the name of your business?

Do you have a tagline or slogan you'd like included? If not, is this something you would like me to create?

Can you describe your business in one sentence?

What products or services will you offer?

Who is the target audience for your business? (Age, gender, location, lifestyle, etc.)

What problem do you solve for your customers?

What are your short-term and long-term goals for your business?



Brand Personality & Vision

If your brand were a person, how would you describe them? (e.g., playful, professional, luxurious, approachable)

What values or qualities do you want your brand to communicate?

How do you want people to feel when they interact with your brand?

List 3–5 words that describe your dream brand identity.

What do you want your brand to be known for? (e.g., recognisable logo or colours, reputation of interaction, the quality of product or service ect.)

Design Direction

Do you already have a logo or brand identity? If yes, what do you like or dislike about it?

Do you have preferred colours or a colour palette in mind?

Do you imagine your logo being more text-based, symbol-based, or a mix of both?



ROSE QUARTZ
CREATIVE CO

Do you have any logos, brands, or images you admire for inspiration.

Practical Needs

Where will your logo and branding be used most? (Website, social media, packaging, signage, merchandise, etc.)

Do you need variations of your logo? (horizontal, stacked, icon-only, different coloured version)

Beyond a logo, what other branding assets do you need? (business cards, social media templates, brand style guide, etc.)

Do you have a deadline or launch date in mind?

Do you already know which branding package is required for what you need?

Do you have any other comments or notes to add?

