


Nquire

Identity Questionnaire



Nquire / **Basic Details**

1. What is your name?
2. What is your roll?
3. What's your superpower? What do you do better than anyone else?
4. What do people frequently compliment you on or praise you for?

Nquire / **Basic Details**

5. What is it that your clients come to you for?
6. What adjectives do people consistently use to describe you—*perhaps when they're introducing you to others?*
7. How do you do what you do? What makes the way you achieve results interesting or unique?
8. What energizes or ignites you? What are your true passions?



Nquire / **Company Details**

1. Is there a unique story to your name?
2. Who/What is your company?
3. What is the purpose of the organization? Why does it exist?
4. What is your business model?



Nquire / **Company Details**

5. What are your company core values?

6. What are your **Short**, **Medium** and **Long** term goals?

7. How do you measure success?

8. What words should people associate with your company?



Nquire / **Company Details**

9. How do you want people to perceive you?

10. What do you want to be known for?

11. Why does your company matter?



Nquire / **Services**

1. What services do you offer?
2. What services do you plan to offer in the future?
3. How will your company and its services help those who utilize it?

Nquire / **Services**

4. How will your company impact the community? *Both the businesses immediately surrounding the center, and the entire community as a whole?*

5. Does your company plan to go outside of it's walls and do community outreach?

Nquire / Target Audience

1. Who is your ideal customer? *This could be based on demographics such as age range, race, gender, employment level, social & economic conditions, education, income or geographic location.*
2. How do they find out about your company?
3. What do they want?



Nquire / **Target Audience**

4. What do customers watch, what do they read, where do they browse?

5. Who is the customer your don't want and why?

■ Inquire / **Brand Details**

1. What is the overall message you wish to portray with your company? What should people feel when they see or think of your company?
2. Summarize your answer above into 5 descriptive keywords.
3. Please list any logos you like here (provide links), as well as outline any colors you would like to explore or avoid. *(Example: if you have any specific icons / symbols / images that you would like to associate with your brand, please also list them here.)*

Nquire / **Brand Details**

4. Where will the logo primarily be used and in which mediums?

(Example: printed materials, website, signage, vehicle, clothing (embroidery), merchandise, products etc.)

5. Do you have a tag line or slogan for your company which needs to be included?

Nquire / **Thank you!**

I appreciate and find it an honor to work with you in designing a logo that is tailored towards your endeavors. If you have any questions concerning my questionnaire, absolutely feel free to contact me.

I'd love to hear from you!

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