



CLIENT QUESTIONNAIRE

Client

Phone

Email

1. How is the company structured?

2. How is it managed?

3. How has the company evolved over the past 5-10 years?

4. What trends are affecting the industry and how is the company anticipating them?

5. How does the company sell its products or services?

6. What does the company do well?

7. What does the company do not so well?



8. Who are the important publics (i.e. investors, customers, prospects, communities, etc.)?

9. How does the company currently communicate with them?

10. How does the company's existing graphic identity support management's vision?

11. Is that identity distinct from the competition?

12. Is the company's identity communicated consistently and cohesively?

13. Does the company have specific communications objectives?

14. What are they and how has the current identity program been meeting them?

15. What has motivated the company to redefine or redesign its corporate identity?



16. What does it hope to achieve with a new identity program?

17. Any thing else you would like to add?