



COLUMN FIVE

Brand/Rebrand Questionnaire

Examine the current state of your branding to identify how you'd like to change going forward.

For more detail on how to use this questionnaire, see our

[Guide to Successfully Complete a Rebrand.](#)

Current Core Identity

➔ 1) Organization name

List the way you want it on the logo and any other derivatives.

➔ 2) What does our business do?

Use a succinct, objective description.

➔ 3) What is our Brand Heart?

List your purpose, vision, mission, and values.

➔ 4) How is our brand currently perceived? Does it align with our Brand Heart?

➔ 5) How do we want to be perceived?

➔ 6) How has our brand changed over time?

[Empty dashed box for answer to question 6]

➔ 7) Who are our personas?

[Empty dashed box for answer to question 7]

➔ 8) Who is our competition? How do we fit into the landscape?

[Empty dashed box for answer to question 8]

➔ 9) How do we differentiate our brand?

[Empty dashed box for answer to question 9]

➔ 10) What is our current brand personality?

Place an X where you want your brand to fall on the spectrum below.

Traditional	_____	Progressive
Exclusive	_____	Accessible
Corporate	_____	Friendly
Serious	_____	Fun, Playful
Understated	_____	Bold
Simple	_____	Complex
City, Urban	_____	Natural
Familiar	_____	Disruptive
Steady	_____	Dynamic
Realistic	_____	Idealistic

Current Visual Identity

- ➔ 1) What does our current visual identity look like?

Describe logo, color, typography, etc.

- ➔ 2) What does our current visual identity communicate?

- ➔ 3) How does our current visual identity align or misalign with our values?

- ➔ 4) What do we NOT like about our current visual identity?

- ➔ 5) How has our visual identity changed over time?

➔ 6) How do we feel about our current logo?

Empty dotted-line response box for question 6.

➔ 7) Where will our logo be used (print, web, social)?

Empty dotted-line response box for question 7.

➔ 8) Why are we creating a new and unique logo? Why now?

Empty dotted-line response box for question 8.

➔ 9) Should our new logo be “evolutionary” or “revolutionary”?

Decide whether you want to update your current logo or start from scratch.

Empty dotted-line response box for question 9.

➔ 10) Why type of “character” or “personality” would we like our new logo to have?

[Empty dashed box for response]

➔ 11) What type of logo are we more drawn to?

[Empty dashed box for response]



Logomark

A symbol or abstract representation of the brand (e.g., Nike’s swoosh, McDonald’s arches, etc.).

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Logotype

Stylized letters representing the brand’s name (e.g., Coca-Cola, Dell, FedEx, NASA, etc.).



Combination mark

A logo that uses a combination of both words and symbols to represent the brand (e.g., AT&T, Domino’s, etc.).

Current Verbal Identity

➔ 1) What differentiates us?

Articulate how you're different from your competitors by filling in this statement:
"Our [offering] is the only [category] that [benefit]."

➔ 2) What is our current tagline?

➔ 3) What is our current value prop?

➔ 4) What are our three main selling points/ messaging pillars?

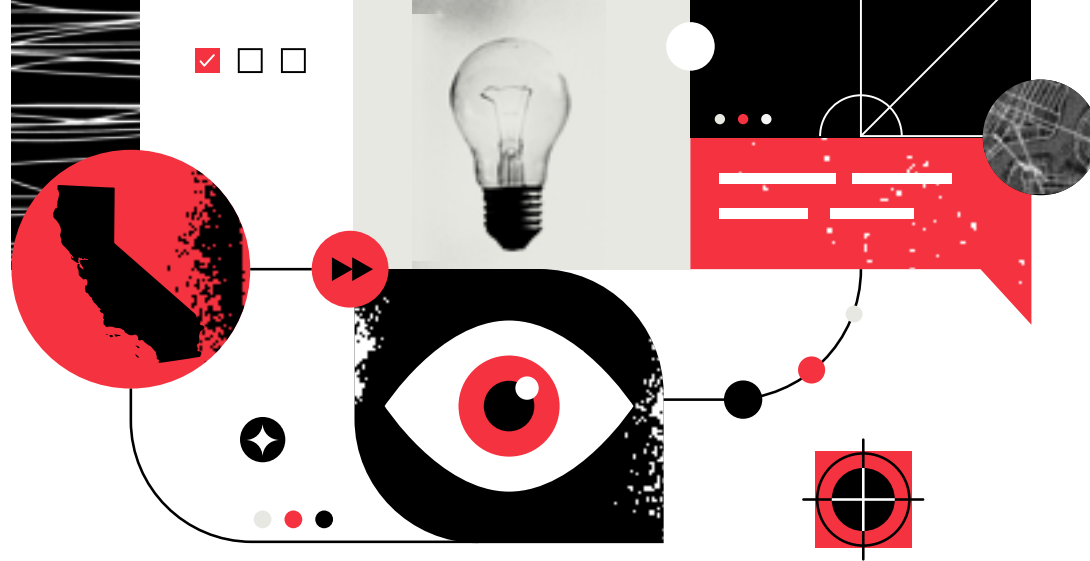
➔ 5) What is our current brand personality?

It can also be helpful to describe your brand as a persona (e.g., George Clooney with the irreverent humor of Jon Stewart).



➔ 6) What is our current brand voice/tone?





Column Five is a creative content agency based in Southern California and Brooklyn. We help brands discover and tell their best stories.

Learn more at columnfivemedia.com.

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