

1. What is your organization name?
2. Does your organization have a tagline? If so, what is it?
3. Do you have a website? If so, what is the URL?
4. What does your organization do?
5. How old is your organization?
6. What is the size of your organization?
7. Please describe your organization in one sentence.
8. How do people see your organization?
9. What do you want your organization to be known for?
10. How will you judge your organization's success over the next 2-5 years?

- 11. What organizations are the closest to doing what you are doing?**

- 12. How are they doing better / worse than your organization?**

- 13. What organizations do you admire? And why?**

- 14. What are the top 5 personal values of people you are trying to connect with?**

- 15. Do you already have an identity? If so, what do or don't you like about it and why?**

- 16. Is there anything specific that you would like to see in your new brand?**

- 17. Is there anything specific that you would like to avoid?**

- 18. List three brands or logos that represent the style you like. (please include links to their sites)**

- 19. Is there any brand on our portfolio that you particularly like?**

- 20. Do you have any other thoughts that would help us understand the identity you want to develop?**