



Brand questionnaire

TYPE 6 WORDS
that best describe your Brand

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Select an Archetype



Jester

This archetype is the very definition of an hedonist - Its only mission in life is to enjoy it.



Lover

The lover archetype is an idealist aspiring not only for sensual pleasure, but true love, as well.



Hero

Heroes are brave, selfless, stand up to the bad guy and defend the underdog.



Magician

This archetype knows so much that at times it might seem as supernatural.



Outlaw

The Outlaw is the archetype that wants a revolution and is not scared to break the rules to achieve it.



Explorer

This archetype wants to travel the world and experience everything it has to offer.

Select a Personality/Avatar



Sage

The Sage is the archetype that will never know too much.



Innocent

With a positive and kind speech, this archetype sees the good in everything.



Creator

Creators (also called builders) are non-conforming by nature, they want to build a better world using the tools at their disposal.



Ruler

A brand that wants to "Rule them all" will have a narrative that demonstrates why they're the leader of the industry.



Caregiver

If the Ruler archetype is your boss then the Caregiver archetype is your parent.



Everyman

Who's the everyman (also known as the regular guy/girl)? Well, you look at him/her every time you look at yourself in the mirror.

Select a Personality/Avatar

SLAB SERIF



SERIF



SANS SERIF



HANDDRAWN



SCRIPT



is your brand...

Masculine



or Feminine



Serious



or Playful



Economic



or Luxurious



Modern



or Classic



Subtle in Meaning



or Obvious



Intricate



or Simple



FINAL DETAILS

almost there..

State the NAME of the Brand

Do you have a TAG LINE?

Please MENTION other specifics, if any(eg, logo must be red, logo must have a parrot in it etc)

ALLOW ME TO understand your brand

Why is your Brand UNIQUE?

NAME any similar brands or brands you like (for reference)

Who will be your MAIN customer?



**THANK YOU for taking the time to
fill in the questionnaire.**