

The logo for FEMM AGENCY is centered on a background of a terrazzo pattern. The pattern consists of irregular, organic shapes in various shades of beige, light brown, and grey, scattered across a light cream-colored base. The text 'FEMM' is in a large, bold, sans-serif font. The 'F' is a reddish-orange color, the 'E' is a bright yellow, and the 'M's are a dark teal. Below 'FEMM' is the word 'AGENCY' in a similar bold, sans-serif font, entirely in the dark teal color. A registered trademark symbol (®) is located at the end of 'AGENCY'.

FEMM
AGENCY®

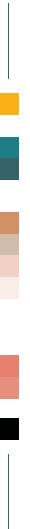
BRANDDISCOVERY

WORDS MEAN THINGS...

Let's capture your vision and values so that we can help you curate an amazing and long lasting brand identity and presence...

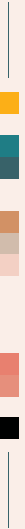
We are going to ask you a series of questions about your business, your brand, your target market, this particular project and most importantly ... you! Humans are built for connection which means we tend to personify things including the brands we love. This questionnaire is going to help you get to the bottom of what you want and help you identify your unique brand voice. Please answer these questions as accurately as possible.

It's best to identify your weaknesses just as much as your strengths, so be honest and trust your gut when answering. There is no wrong answer and, "I don't know" is an acceptable option. We are here to help you work through any problems or questions that you may have.



YOUR BUSINESS

General questions about your business and what you do.



Is there a unique story behind your business or why you started this business in the first place?

What is your niche or target market?

Who are your main competitors?

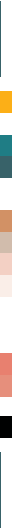
What sets your business apart from the competition?

How do you position yourself in your market?

What products or services does your business offer?

What promises does your business make to your customers / clients?

Do you have a slogan or tag line?



What key messages do you want to communicate in everything you put out into the world?

What's your biggest business struggle?

What social media platforms are you on? Please include your screenames.

What social media platforms do you focus on?

What marketing strategies have worked well for you in the past? Which did not?

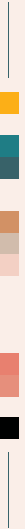
What are you business strengths?

What are your goals for the next year?



TARGET AUDIENCE

Let's talk about the people you are trying to reach.



Who is your dream / ideal client?

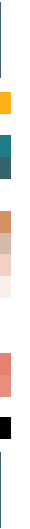
How old are your target audiences?

Where do they hangour on-line?

How do you plan to reach them?

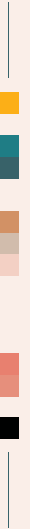
What are their top 5 priorities?

What social media platforms do they focus on?



YOUR BRAND

As a business or brand, leveraging your brand's personality is the best way to create a connection that speaks to your target audience



Describe your brands personality.

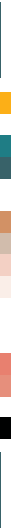
What should people feel when they think about or see your brand?

What is your brands mission?

What three brands do you love, and why?

If your brand were a person, which words would best describe them?

What emotions do you want associated with your brand?



Where would your brand hang out?

If your brand had a personality, how would you describe it?

What brands don't you like, and why?

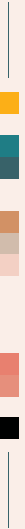
Do you have any existing brand colors that need to remain?

How would you best describe your brand to a friend?



YOUR STYLE

This is where we talk about looks, and in this case they are everything.



What words describe your brand look and feel?

Please check all that apply.

LUXURY

SENSUAL

SIMPLE

DETAILED

TRENDY

RELAXED

FRIENDLY

UNIQUE

PRECISE

GAWDY

TIMELESS

SOFT

THIS or THAT

Please check all that apply.

MASCULINE

MUTED

MODERN

PROFESSIONAL

FUN

CONSERVATIVE

SPORTY

APPROACHABLE

ADULT

INTENSE

COLORFUL

FEMININE

BRIGHT

CLASSIC

CASUAL

SERIOUS

EXTRAVAGANT

ELEGANT

AUTHORITATIVE

KID-FRIENDLY

RELAXED

MONOCHROMATIC

**THIS OR
THAT**



If your brand were a person, which of the following word groups would best fit them?

Best to narrow it down to one, but if more than one applies, that's ok.

SINCERE

- down-to-earth
- honest
- wholesome
- trustworthy
- cheerful

EXCITING

- daring
- spirited
- contemporary
- imaginative
- energetic

COMPETENT

- successful
- intelligent
- reliable
- responsible
- principled

SOPHISTICATED

- classy
- charming
- glamorous
- adventurous
- smooth

MODERN

- minimalist
- clean
- crisp
- connected
- fresh

CREATIVE

- edgy
- colorful
- maximalist
- unique
- different

If you had to choose one of these fonts for your brand, which would you choose?

Best to narrow it down to one, but if more than one applies, that's ok.

SANS SERIF

Aa

MODERN SERIF

Aa

MODERN SCRIPT

Aa

ALL CAPS MONO

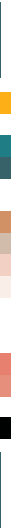
AA

BOLD

Aa

GRUNGE

A



Which of these color stories do you feel best represents your brand?

Please check all that apply.

SOFT



TROPIC



NEUTRAL



WARM



FEMININE



MASCULINE



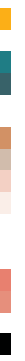
MONO



BRIGHT



MINIMAL



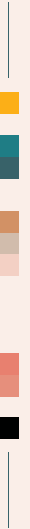
What images reflect your brand style?

This is more about photography style than what these images contain.



VISUAL IDENTITY

We need to know what you want your brand to look like out in the virtual world, help us figure it out.



What features does your website need to be successful?

Give us a list of all pages needed on your website (your navigation)?

What are three of your favorite websites, and why?

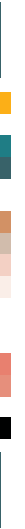
Is your website informational or e-commerce?

Describe your homepage.

Are you able to provide PNG (transparent) files for your logo / identity?

Do you have all content available for your website? (images, text, bio, etc.)

Do you have existing style guides and brand guidelines?



Is this an existing website (redesign) or a new one?

Do you have a domain and hosting? Please provide the service provider:

Are you interested in Wordpress or Shopify?

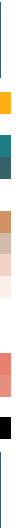
If you are interested in wordpress, do you have someone to provide you with content updates?

If you are interested in shopify, do you have someone to provide maintenance?

Do you have all product images and descriptions ready? Or do you need product photography?

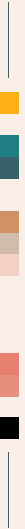
Are you able to provide us with content for every page of your website?

What is your ideal launch date?



FINAL NOTES

Feel free to use this space for any additional questions
or comments that were not included.



Questions:

Comments:

QUESTIONNAIRE

