



# Brand Discovery Questionnaire.

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# Introduction

Every business has a brand — whether it's been crafted with intent or left to form on its own. Your brand is not just your logo or your tagline — it's how people feel when they interact with you, what they say about you when you're not in the room, and the impression you leave behind.

This workbook is designed to help you reflect on and shape that brand. Use it to gain insight into your purpose, audience, message, and visibility. Think of it as a practical brand therapy session — a space to pause, dig deep, and realign with the essence of who you are and where you're going.

You don't need to have all the answers — this is about exploration. Be honest, thoughtful, and open. The more clarity you gain here, the more confidently you can build a brand that connects and grows.

# 1. Brand Purpose & Identity

**Why does your company exist beyond making a profit?**

**What impact do you hope to make in your industry, community, or the world?**

**What values are non-negotiable in the way you do business?**

**How would you describe your brand in one sentence?**

**What inspired you to start this business?**

**What's the bigger mission behind what you do?**

**If your brand disappeared tomorrow, what would your customers miss most?**

## 2. Audience & Market Position

**Who is your ideal customer?**

**What challenges are they facing that your product/service helps solve?**

**What do your customers say about working with you?**

**What sets you apart from others offering similar solutions?**

**What type of client do you attract most often — and does that align with who you want to attract?**

**Are there specific industries, personality types or demographics you'd like to work with more?**

## 3. Visual & Verbal Identity

**Is your logo still relevant and aligned with your brand today?**

**Do your colours, fonts and imagery consistently reflect your personality?**

**How would you describe your brand tone of voice? (e.g., warm, professional, playful)**

**Is your messaging clear and consistent across channels?**

**Is there consistency in how your brand looks across digital and print materials?**

**What emotions or perceptions does your visual identity evoke?**

**Does your team (if applicable) understand and use your tone of voice guidelines?**

## 4. Digital & Marketing Presence

**Does your website reflect your brand accurately?**

**Is it easy for potential customers to understand what you offer within a few seconds?**

**Are your social media platforms aligned with your brand visually and verbally?**

**How do you promote your business online?**

**How would a new visitor feel after visiting your website?**

**What content (blogs, videos, posts) are you known for, if any?**

**Are there any platforms where you feel your brand voice really shines?**

## 5. Client Journey & Experience

**Have you mapped the typical journey a customer takes with your brand—from awareness to loyalty?**

**Where are you currently exceeding expectations in that journey?**

**Where might there be friction or confusion?**

**Do you collect and use customer feedback regularly?**

**What are the key moments of delight in your customer journey?**

**Where do customers tend to drop off or disengage, and why do you think that is?**

**What tools or systems help you deliver a consistent brand experience?**

## 6. Future Vision & Growth

**Where do you see your brand in 3–5 years?**

**What would success look like?**

**What needs to change now to make that future possible?**

**What support, skills or tools would help you get there faster?**

**Are there new audiences or markets you'd like to reach?**

**What internal limitations (resources, clarity, structure) are holding your brand back?**

**If your brand was a person, how would you want them to grow or evolve?**

# What To Do With Your Insights

Now that you've answered these questions, take time to review your responses. Look for themes, inconsistencies, and gaps. Ask yourself: What feels true? What needs attention? What should be expressed more clearly or confidently in your brand?

This reflection isn't about creating a checklist — it's about building a brand that feels aligned, confident, and ready for growth. Bring these insights to your next brand workshop, share them with your creative team, or use them to write a new mission statement. Whatever you do, let them inform the decisions you make next.