

Identity Brief

This quick survey will help you identify and articulate the overall goals of your identity development. Your designer will want to know the answers to these questions, and more, before starting on an identity program.

- 1: What is your business?
- 2: Identify your decision-making structure and who the decision-makers are.
- 3: What is your mission in one sentence? In two words? In one word?
- 4: Who do you serve / who is your audience?
- 5: What is your organization striving to become?
- 6: What core values guide your company's behavior?
- 7: How is your company unique? What separates it from the rest of the pack?
- 8: What solution does your company offer? What does it promise and deliver?
- 9: What compels people to use your company's product/service? What are their hot buttons?
- 10: What do you like about your organization's current identity and what do you not like about it?

Here are some further questions to consider. Please continue if you have the time.

- 11: How/why did the organization start?
- 12: Is there a story that is unique to your organization?
- 13: If your organization were a person, who would it be?
- 14: If your organization were an object, what would it be?
- 15: If your organization were an animal, which one would it be?