

Advisor Websites Add-On

Branding Essentials Discovery Call Preparation



Let's think about your Brand.

In order to optimize your discovery call, we would like you to take a moment to think about your company and brand.

The concept of a brand extends far beyond just your company logo to your business' core values and to every interaction you have with customers and suppliers. Your brand creates and maintains your image and so reflects your customers' experience of your business.

The purpose of the discovery call is to help us to understand **your business profile and core values** as well as **your brand needs and goals**.



Business profile and core values.

Here are some topics and questions you can think about to help us have a better idea of your business:

- Company name
- History
- Size
- Philosophy
- Approach
- Goals
- What makes you unique?
- Tagline
- Target Audience
- What is your Competition?

Brand needs and goals.

Now let's think about what brand you have in mind.

- What made you create your current logo and what would you like to improve on?
- How will you describe your brand with simple words (ex: traditional, modern, Corporate...)
- Do you have any imagery in mind to associate with your brand.
- Do you have any logo style in mind?
Iconographic / Typographic / Mix ([Click here to see logo design style](#))
- Any colors you would like to use in your Brand?
- Any logo example you really like?

Don't worry if you don't have an answer to all those questions or topics. We will discuss about it during your discovery call.



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Book a Demo

888-946-3188

sales@advisorwebsites.com

www.advisorwebsites.com/demo