



Client Questionnaire

Let's get to know your Brand

Namo Studio
for Branding & Design

Belpstrasse 73
3007 Bern
Switzerland

www.namo.studio
newbusiness@namo.studio
P: +41 (0)31 304 08 29



Purpose

Before starting a new project, we would like to get to know you and your business a little bit better. This helps us to speak the same language right from the start and find out whether Namo is a good fit for your project.

Worth the Effort?

We have received feedback from many customers that completing the questionnaire was also worthwhile for themselves. Often the vision you have for your own brand can only be recognized when you first write it down in black and white.

If you're not sure whether you want to work with Namo at all or simply don't have the time to complete the questionnaire, that's no problem. Simply write us a short message (newbusiness@namo.studio) or call directly (+41 (0)31 304 08 29).

We look forward to hearing from you in any case.

Disclaimer

All information you provide in this questionnaire will be treated as strictly confidential by Namo Studio and will not be passed on to third parties. The questionnaire can be used as a reference during the project phase. However, the information provided here does not create any legal obligations. In particular, the questionnaire does not serve as an order or offer.



1. What is the name of your company?

2. Describe your company in a few words.

3. What services and/or products do you offer?

4. What is your project budget?



5 What are your key messages?

6. Do you have a slogan that clearly communicates your offers & strengths?

7 Which aspects of your existing brand are you particularly proud of?

8. What do you expect from the new brand?
How do you think it will help you?



9. Where do you see weaknesses in your existing brand?

10 What feedback do you get from your customers?
Positive & Negative.

11 Which adjectives are important to you for
the new brand (modern, friendly, retro, ..)?



12. What aspects of your product/services represent these adjectives?

13. Why do you think your customers should come to you and not go to your competition?



14. Is there any further information you would like share?

15. Do you have a specific timeframe/fixed deadlines for the project?



Fin

This brings you to the end of the questionnaire.
We hope that the form was helpful for you!

As a next step, we would like to personally
get to know you, evaluate the questionnaire together
and explore a possible collaboration.

Simply send us the completed questionnaire to

newbusiness@namo.studio

We look forward to hearing from you!