



ClearSKai

TECHNOLOGIES

Where the SKai isn't the limit, it's the starting point.

BRAND

Brand Questionnaire

Brand strategy questionnaire for logo direction, visual style, colors, typography, voice, competitors, trust signals, and final creative approval.

PREPARED BY

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PREPARED FOR

CLIENT NAME & COMPANY

PROJECT / BUILD NAME

CLIENT EMAIL



BRAND INTAKE

Company Identity & Positioning

Use this before logo, design system, website copy, or marketing creative begins.

COMPANY

CONTACT

TRADE / INDUSTRY

DATE

CURRENT WEBSITE

SERVICE AREA

WHAT SHOULD CUSTOMERS BELIEVE ABOUT YOUR COMPANY?

WHAT MAKES YOU DIFFERENT FROM COMPETITORS?



BRAND INTAKE

Visual Style & Design Direction

Pick the direction that feels right for the company.

Visual Personality

Premium / luxury

Simple / clean

Bold / aggressive

Friendly / family-owned

Modern / tech-forward

Rugged / hardworking

Calm / trustworthy

Local / community-first

Color Direction

Blue / trust

Black / premium

Green / growth

Orange / energy

Red / urgency

Neutral / clean

Earth tones

Use existing brand colors

PREFERRED PRIMARY COLOR / HEX

COLORS TO AVOID



LOGO IDEAS / SYMBOLS / THINGS TO AVOID



BRAND INTAKE

Voice, Messaging & Calls to Action

Make the brand sound like the business, not a generic template.

Brand Voice

- | | |
|---|---|
| <input type="checkbox"/> Professional | <input type="checkbox"/> Warm |
| <input type="checkbox"/> Direct | <input type="checkbox"/> High-end |
| <input type="checkbox"/> Faith/community-rooted | <input type="checkbox"/> Educational |
| <input type="checkbox"/> Urgent/action-oriented | <input type="checkbox"/> Simple/plain-English |

CORE MESSAGE / MAIN PROMISE

CUSTOMER PAIN POINTS TO SPEAK TO

PREFERRED CTA / OFFER LANGUAGE



BRAND INTAKE

Competitors, Inspiration & Approval Notes

Use this page to prevent design confusion later.

Company / Website	What You Like	What You Do Not Like	Notes

INSPIRATION LINKS / REFERENCE NOTES

Approval Reminder

After brand direction is approved, major logo/style changes may require a Change Order or additional revision time.



Signatures

CLIENT / AUTHORIZED SIGNER

SIGNATURE / TYPED NAME

PRINTED NAME / TITLE DATE

CLEARSKAI DESIGNER

SIGNATURE / TYPED NAME

PRINTED NAME / TITLE DATE