

## Company Profiler Questionnaire

### Goal of the Profiler

The goal of the profiler is a jump-of-point for designmeister to briefly learn about your company, industry, and audience. This gives designmeister insight to develop a strategy for your brand and how you as a company would like to be perceived in the marketplace.

### Your Company

1. Please provide a brief description of your company and industry.

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2. List your company mission, or a brief synopsis of your company philosophy.

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3. Who are your competitors? What distinguishes your company from them?

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## Company Profiler Questionnaire (continued)

## Perception

4. Describe how you would like your company to be perceived. **If you only answer one question on this questionnaire, this is the most important question.**  
I find that this question is most easily answered by **making a list of adjectives.**  
List as many as possible.

List of Adjectives:

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5. Is the history or origins of your company (i.e. family owned, sustainability, etc.) important to be represented in your logo/brand/marketing materials?

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6. Characterize your typical customer.
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