

Re-Branding Design Brief Questionnaire

This questionnaire helps us clearly communicate your re-branding goals to designers. The more specific your answers, the better your design results.

COMPANY OVERVIEW

Business Name:

IT Convergence Inc.

Website:

<https://itconvergence.ca/>

Industry:

Information Technology Services

Years in Business:

☐ Start-Up

☐ 1-3 Years

☐ 3-5 Years

☐ 5-10 Years

☒ 10+ Years

In one sentence, what does your company do?

Outsourced Information Technology Support & Managed Services.

REASON FOR RE-BRANDING

Why are you re-branding?

- ☐ Brand feels outdated
- ☐ Business has evolved
- ☐ Logo no longer represents us
- ☐ Poor brand recognition
- ☐ Inconsistent branding
- ☐ New target market
- ☐ Expansion/growth
- ☒ Merger or acquisition
- ☐ Other: _____

What is NOT working with your current brand?


Time for refresh and enhancing our portfolio of services.


What do you want this re-brand to achieve?


A corporate change in ownership, enhanced portfolio of services and future growth.


CURRENT LOGO REVIEW

Upload your current logo (all versions if available)

 ITClogoBlueBlac...

 ITClogoBlueBlac...

 ITClogoBlueBlac...

 ITClogoBlueBlac...

 Add file

What do you **LIKE** about your current logo?

The multiple arrows represented converging to a single point and the company name stood out.

What do you **DISLIKE** about your current logo?

Today it looks very simple.

Are there any elements you want to keep or evolve?

- ☐ Colours
- ☐ Icon/Symbol
- ☐ Font Style
- ☐ Layout or shape
- ☒ Brand name spelling
- ☐ Tagline
- ☐ Nothing - full reset

If selected, please explain what should be kept or evolved

I think the what is checked is self explanatory.

NON-NEGOTIABLES

Must **Keep** (Non-Negotiable Elements)

(e.g. colour family, icon concept, name format)

Must **Avoid** (Absolutely Do Not Use)

(e.g. colours, symbols, styles, trends, fonts)

LOGO DIRECTION

Preferred logo style

- ☐ Icon + Wordmark
- ☐ Wordmark only (text-based)
- ☐ Icon only
- ☐ Flexible combination
- ☒ Open to design recommendation

Should the logo include an icon?

- ☒ Yes
- ☐ No
- ☐ Optional

If yes, preferred icon style

- ☐ Abstract
- ☐ Literal (industry-related)
- ☒ Symbolic/conceptual
- ☐ Mascot
- ☐ Initials/Monogram

COLOUR DIRECTION

Current brand colours (if any)

Black, Blue, White

Colours you **LIKE** or want explored

- ☐ Blues
- ☐ Greens
- ☐ Neutrals
- ☐ Earth tones
- ☐ Black & white
- ☐ Bold/bright
- ☐ Muted/soft
- ☒ Other: Open to suggestions

Colours you **DO NOT** want used

.....

Colour approach preference

- ☐ Stay close to current colours
- ☒ Modernize current colours
- ☐ Completely new colour palette

TYPOGRAPHY & VISUAL STYLE

Preferred typography style

- ☒ Modern
- ☒ Bold
- ☐ Clean & minimal
- ☐ Industrial
- ☐ Elegant
- ☐ Friendly
- ☐ Corporate
- ☐ Organic/hand-drawn

Any font styles you **dislike**?

BRAND PERSONALITY

How should the **NEW** brand feel?

- ☒ Professional
- ☒ Trustworthy
- ☐ Confident
- ☐ Approachable
- ☐ Modern
- ☐ Bold
- ☒ Innovative
- ☐ Fun
- ☐ Serious
- ☐ Premium
- ☐ Down-to-earth

Choose up to 5 adjectives to describe your brand

Authentic, Innovative, Professional, Empathetic, Friendly

TARGET AUDIENCE

Who is your ideal customer today?

Small & Medium Business

Is your target audience changing with this re-brand?

☐ Yes

☒ No

If yes, how?

COMPETITORS

List 2–5 competitors

Clear Concepts, Oxygen Technical, Zantek Information Technology, Octopi

What do you like about competitors' branding?

Some are simple and somewhat welcoming

What should designers **AVOID** copying from competitors?

don't copy anything if possible

INSPIRATION & REFERENCES

Brands you admire (links encouraged)

IBM, Dell, Synology, SonicWall

Logo styles you dislike or want to avoid

Oxygen, Clear Concepts/Convergence Networks, Octopi

USAGE REQUIREMENTS

Where will the logo be used?

- ☒ Website
- ☒ Social Media
- ☒ Print
- ☐ Signage
- ☒ Uniforms
- ☐ Vehicles
- ☒ Merchandise

The logo must work well in:

- ☒ Colour
- ☒ Black & white
- ☒ Small sizes
- ☐ Large formats

FINAL DIRECTION

Anything else designers should know?

One sentence designers should keep in mind while designing

BRAND SHIFT

Optional but Powerful

Our current brand feels like:

Our new brand should feel like:

FINAL CONFIRMATION

Confirmation *



This brief reflects our desired re-branding direction and is ready to be shared with designers.

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