



Branding and Logo Website Integration

by MEGMIND® Web Service

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Below you will find a series of questions to help derive a look and feel for your website. Please contact us (see contact information at bottom of this page) if we can assist you in any way. Some of the questions are quick and easy, while others require some real thought. Please answer all of the questions to the best of your ability. Some of the questions may seem redundant but keep in mind that the more that we know about how you envision your identity, image, product or service the better we can develop it. Please be as descriptive as possible in your answers.

Please answer all of these questions. In addition please have all of the staff members or people closely involved with your main objective, product, service or organization answer the above ten questions in order to obtain a broad scope of responses. Please contact us if we can assist you in any way.

- (1) If your identity, image, product or service were a color, what color would it be? Why?
- (2) If your identity, image, product or service were a food, what kind of food would it be? Why?
- (3) If your identity, image, product or service were a car, what kind of car would it be? Why?
- (4) If your identity, image, product or service were a vacation resort, where would it be? Why?
- (5) If your identity, image, product or service were a lump of clay, what would you shape it into? Why?
- (6) How would you describe the staff involved with your main objective, product, service or organization?
- (7) What differentiates your main objective, product, service or organization from other like it?
- (8) List three words that describe your identity, image, product or service.
- (9) What are your products or services or other key strengths?
- (10) How would outsiders describe your identity, image, product, service or organization to others?

MEGMIND® DELIVERS RESULTS, VALUE, AND OUTSTANDING CUSTOMER SERVICE™

Please contact us for any reason

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