Brand Checklist & Questionnaire

Section 1: Initial Steps

1. **Name and Tagline/Motto**
   - Google Availability: Check name availability on various platforms.
   - Pinterest Inspiration: Identify 5 logo design choices and consider timeless colors.
   - Tagline/Motto: Create a guiding principle for your brand.

Questions to ask.

- What do you want your business name to convey about your floral brand?
- Can you articulate a concise tagline or motto that captures the essence of your brand?
- What preferred colors resonate with your vision for the brand?
- Describe the style you envision for your floral brand—modern, classic, eclectic, etc.
- What guiding principle or motto will serve as the foundation for all your brand decisions?

Section 2: Graphic Designer Collaboration

1. **Engaging a Graphic Designer**
   - Preferred Colors
   - Desired Style
   - Favorite Fonts
   - Inspirational Photos and Website Examples
   - Motto/Tagline
   - Preference for Name or Image Logo, or Both
2. **Logo Refinement**
   - Consider Colors, Fonts, and Style while reviewing logo samples.

Questions to ask.

- What are your preferred colors for the logo design?
- Are there specific fonts or styles that resonate with your brand identity?
- Have you collected inspirational photos and examples from websites to guide the designer?
- Do you prefer a name logo, image logo, or a combination of both?

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Section 3: Brand Differentiation

1. **Physical Locations**
   - Research nearby florists and retail shops within 5-10 miles.
   - Analyze logos, styles, websites, and social media to ensure distinctiveness.
2. **Mobile Locations**
   - Research local florists, including mobile services, and physical retail shops if desired.
3. **Demographic Research**
   - Use demographic databases to understand your local target audience.

Questions to ask.
- What makes your brand distinct from nearby florists and retail shops?
- How will your brand stand out for mobile floral services?
- Have you researched the demographic details of your local area to understand your potential clients better?

Section 4: Sustainability Integration

1. **Distinctive Materials**
   - Choose materials aligning with your brand, such as unique paper, ribbon, and flowers.
   - Opt for ceramic vases over glass for a luxe look.
2. **Sustainability Programs**
   - "Recycle Your Vase" initiative.
   - Use of chicken wire instead of foam.
   - Implement sustainability in other aspects, e.g., coffee cart.

Questions to ask.
- What distinctive materials (e.g., paper, ribbon) align with your brand?
- How can sustainability be integrated into your floral shop, considering materials and practices?

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Section 3: Brand Alignment

1. **Website**
   - Reflect logo colors, font, and theme.
   - Maintain consistency with offline experiences.
2. **Social Media**
   - Cohesive Instagram presence with the physical store.
   - Consistent filters, captions, and educational content.
3. **Interior Store Design**
   - Craft a unique ambiance supporting your brand and style.
   - Align in-house music with brand identity.
4. **Ribbon/Paper/Color Options**
   - Offer unique bouquet wrapping styles.
   - Incorporate distinct materials into your brand's identity.
5. **Stationery and Packaging**
   - Cohesion in stationary, flower care cards, envelopes, stickers, and business cards.
   - Align decisions with your brand and motto.
6. **Flower Selection**
   - Choose flowers that shape the identity of your brand.

Questions to ask.
- How will your website reflect your logo's colors, fonts, and overall theme?
- What offline experiences will seamlessly connect with your online presence?
- How will your social media presence align with the physical store's ambiance?
- What elements of interior store design will enhance your brand identity?
- How will you distinguish your brand in terms of bouquet wrapping styles, flower selection, and packaging options?
- What materials and designs will ensure cohesion in your stationary, flower care cards, envelopes, stickers, and business cards?