



## Questionnaire from Susan Newman Design Inc on YOUR brand identity success.

(Please provide your logo, photo of yourself, video and any images you would like featured. Send the interview back in a simpletex or .doc. (apple-friendly, not .docx) All images should be a nice size, approximately 4" x 6" at 72dpi, can be larger, but no smaller.

Please answer the questions below as fully as you can.

How long has your company been in business? Please tell us a bit about your company, its mission, goals...

Do you donate to charities? Tell us about that also and why.

How did you know what typeface (font) would be right for your company wordmark or logo? If your logo has an illustration, describe why that art was the right thing, animal, place, object, etc...

How did you decide on the right color palette to fit your company look and feel?

How did you decide which type of designer to work with, or did you design your own identity and web presence?

In what order did you present your company to the world? Did you start with marketing and products, or website, blog and social media?

How long after the launch of your company did you start pitching in social media?

Did you do research or study any software, take webinars, teleclasses, before approaching any area of your marketing or web presence?

Do you advertise locally in newspapers and/or nationally in magazines? Are they effective?

Do you advertise online using Google, Facebook or on other company sites? Are they effective?

When you printed your products, packaging, business cards and other print marketing did you choose an online printer or visit a local vendor?

Did you know anything about different types of papers, when you wanted to print your marketing materials?

Have you ever used "green" technology in printing, using FSC certified papers or recycled paper and if not, how likely are you at trying this on a next project?

If you sell products, are they produced in the USA or abroad?

Is there anything you haven't yet tackled, but will want to do soon?

and your links to find your web presence:

Website:

Blog:

Facebook:

Twitter:

YouTube:

LinkedIn:

Google+:

FourSquare:

(and others if you have any)