



Sabrina Fajardo
THE BRAND ARTISAN

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Brand Strategy Assessment

Please take your time to fill out as much as you can of this form. This will help us save time..

CREATIVITY, UNIQUENESS, CONSISTENCY, REITERATION

Defining your goals and vision is a first step in the creation of a unique brand for your business, service and/or product. Second step is clearing your target market, distinctiveness, personality and promise. Bringing together all this information to create that exclusive look and applying it with consistency in all media will keep you visible and memorable. Your brand identity image has the ability to communicate and enroll everyone (clients, partners, employees, etc.) and it will pull you towards YOUR VISION faster.

Client Profile:

| | | | |
|-----------------|--|---------------|-----------|
| Company Name: | | Contact Name: | |
| Phone Number: | | E-mail: | |
| Website: | | Referred by: | |
| Street Address: | | | |
| City: | | State: | Zip Code: |

Do people know clearly what you do and are you known as an expert in this?

YES NO

Explain

Do you think your brand is recognizable and memorable?

YES NO

Explain

Is your brand consistently applied and used in every media (print, online, marketing, video, etc.)? YES NO

Explain

Does your marketing strategy and materials convey your message clearly:

YES NO

Explain

Do you think your brand matches your vision?: YES NO -

Explain

If you have any questions please contact us me:
sabrina@tlzdesigngroup.com, sabrina@sabrinafajardo.com or 954-854-5521

If you are ready to move forward and work with me.
Please call me, email me or download the INTAKE FORM from the website.
<http://sabrinafajardo.com/intakeform/>



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