ClearSkai TECHNOLOGIES

ONBOARDING · BRAND

Brand Questionnaire

Brand strategy questionnaire for logo direction, visual style, colors, typography, voice, competitors, trust signals, and final creative approval.

SL-ON-04 · Version 6.0 · Issued November 20, 2026

Document	
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Replaces	ClearSkai_Brand_Questionnaire_v5-3.pdf
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Prepared for

CLIENT NAME & COMPANY

PROJECT / BUILD NAME

CLIENT EMAIL

Get back to building where it matters most.

BRAND INTAKE

Company Identity & Positioning

Use this before logo, design system, website copy, or brand creative begins.

COMPANY

CONTACT

TRADE / INDUSTRY

DATE

CURRENT WEBSITE

SERVICE AREA

WHAT SHOULD CUSTOMERS BELIEVE ABOUT YOUR COMPANY?

WHAT MAKES YOU DIFFERENT FROM COMPETITORS?

BRAND INTAKE

Visual Style & Design Direction

Pick the direction that feels right for the company.

Visual Personality

- ☐ Premium / luxury
- ☐ Simple / clean
- ☐ Bold / aggressive
- ☐ Friendly / family-owned
- ☐ Modern / tech-forward
- ☐ Rugged / hardworking
- ☐ Calm / trustworthy
- ☐ Local / community-first

Color Direction

- ☐ Blue / trust
- ☐ Black / premium
- ☐ Green / growth
- ☐ Orange / energy
- ☐ Red / urgency
- ☐ Neutral / clean
- ☐ Earth tones
- ☐ Use existing brand colors

PREFERRED PRIMARY COLOR / HEX

COLORS TO AVOID

LOGO IDEAS / SYMBOLS / THINGS TO AVOID

BRAND INTAKE

Voice, Messaging & Calls to Action

Make the brand sound like the business, not a generic template.

Brand Voice

- [ ] Professional
- [ ] Warm
- [ ] Direct
- [ ] High-end
- [ ] Faith/community-rooted
- [ ] Educational
- [ ] Urgent/action-oriented
- [ ] Simple/plain-English

CORE MESSAGE / MAIN PROMISE

CUSTOMER PAIN POINTS TO SPEAK TO

PREFERRED CTA / OFFER LANGUAGE

BRAND INTAKE

Competitors, Inspiration & Approval Notes

Use this page to prevent design confusion later.

Company / Website	What You Like	What You Do Not Like	Notes

INSPIRATION LINKS / REFERENCE NOTES

Approval Reminder

After brand direction is approved, major logo/style changes may require a Change Order or additional revision time.

Signatures

CLIENT / AUTHORIZED SIGNER

SIGNATURE / TYPED NAME

PRINTED NAME / TITLE

DATE

CLEARSKAI DESIGNER

SIGNATURE / TYPED NAME

PRINTED NAME / TITLE

DATE