



Branding Questionnaire

Your answers will help us build a great brand for you. One that is strong and memorable in your customers' minds. One that defines clearly what you are, what you stand for, and what makes you different.

Let's get started!

What is your first name? *

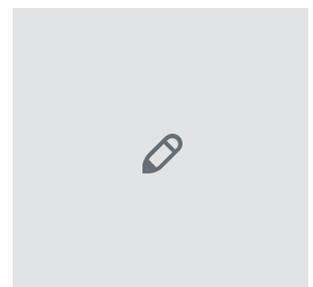
This form collects your information so we can create an amazing name and/or tagline for you. By choosing Yes, you indicate your consent to allow us to collect your information. You indicate that you have read and agree with the terms in our Privacy Policy and Terms and Conditions, which are located in the footer of our home page. You understand that you may request a copy of the data that has been collected, and you may also request that your data be removed from our system. Links to request forms may be found in our Privacy Policy. This form collects your information so we can create an amazing name and/or tagline for you. By choosing Yes, you indicate your consent to allow us to collect your information. You indicate that you have read and agree with the terms in our Privacy Policy and Terms and Conditions, which are located in the footer of our home page. You understand that you may request a copy of the data that has been collected, and you may also request that your data be removed from our system. Links to request forms may be found in our Privacy Policy. *

Yes

No

About your brand

What are you branding?



Company

Product

Service

Other

Where can we find your website, if you have one? (If you don't have one yet, we can design one for you later.)

What is your brand mission? *

If your brand were a person, which of the following word clouds do you feel would best describe them?

Sincere

Down-to-earth
Honest
Wholesome
Cheerful

A

Exciting

Daring
Spirited
Contemporary
Imaginative

B

Competent

Reliable
Intelligent
Successful

C

Sophisticated

Classy
Glamorous
Charming
Smooth

D

Rugged

Masculine
Outdoorsy
Tough

E

Other

F

Although this isn't a design project, which of the following designs would suit your brand the best?



Techy



Illustrative



Product-based



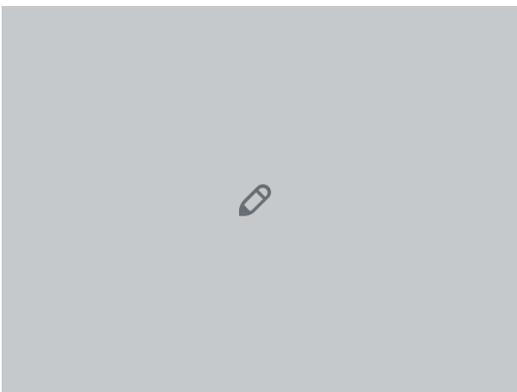
Flashy



Photography-based



Minimalistic



Other

Now, let's get down to specifics. If a question doesn't pertain to you, skip it and keep moving.
Do you need a name? *

Yes

No

What kind of name would you like? Choose as many as you like

- Serious/business-like
- Techy/Modern
- Acronym
- Real Words
- Compound/Combination Words
- Blends
- Made-Up Words
- Misspelled
- Phrases
- Play on Words

Please give us a few examples of names you like. Although examples from within your industry are helpful, feel free to provide names you like from any industry.

Very helpful, but optional: Tell us why you like these names.

Do you have a preferred length for the name? If so, how long? How many words? If one word, do you have a preferred character limit?

Please list any keywords you'd like to include in the name.

Please list any words you do not want included in the name.

Do you need a tagline? *

- Yes
- No

What tone do you want your tagline to have?

Choose as many as you like

- Powerful/Confident
- Commanding
- Caring
- Call to Action
- Descriptive
- Play on Words
- Short/Punchy
- Lighthearted
- Other

Please give us 1 or 2 examples of taglines you really like.

Please give us 1 or 2 examples of taglines you dislike.

Do you need a domain? (Ink & Key does not sell or purchase domains, but we can research domain availability for you and create a name based on your preferences.) * *

Yes, I require an exact match domain. (Blink.com)

Yes, but I am okay with adding industry definers to the name. (BlinkSunshades.com)

I don't need a domain, thanks.

If you are open to adding industry definers or modifiers to the name in order to more easily secure a domain, please list some suggestions of industry definers you'd like us to use. Also, let us know if you'd like the definers or modifiers at the beginning or end of the name in case you have a preference.

If you need a domain, but are open to other extensions besides .com, please let us know which ones you prefer. (.online, .biz, .cloud, .net, etc.)

Are you open to purchasing a premium domain? If so, what is your budget? This will ensure we submit ideas to you which have associated domains in your price range.

About your Business

Which industry does your business operate in? *

What would you like to tell us about your target market? (gender, age, socioeconomic status, etc.)

Who are your main competitors? If they have websites, include their URLs.

What is the single most important thing that sets your business apart from the competition? Tell us about your unique competitive advantage and the proof points that attest your value claims.

About You

What is your last name? *

What country are you based in? *

What is the best email address to contact you on? *

Which project would you like for us to get started on? *

- Name Only
- Tagline Only
- Name & Tagline

Do you need a Non-Disclosure Agreement? If YES, you will receive signed copies of the NDA via a Google Drive folder. *

- Yes
- No

If you need an NDA, choose one:

*Portfolio reuse: The winning name and/or tagline (not your name or any other information about you) is added to our team portfolio document, which may be emailed out to potential clients who ask to see a sample of our work. The portfolio is not published on our website.

- Portfolio reuse allowed
- No portfolio reuse allowed

If you do require an NDA, you may have your first and last name or your company name listed as the client on the NDA.

Please type in the client information below as you would like it to appear on the NDA. You can either list your first and last name (Example: Rod Runner) or your company name (Example: Acme Corporation).

Do you have extra information, comments or requests you would like us to consider?

If you don't mind sharing, how did you find out about Ink & Key?

If you have any additional files you'd like to share with us, please feel free to upload them here.

or drag files here to upload

This is our contract. Please let us know if you accept the terms.

*Four important additions to the agreement below:

1. **Communication:*** Our process relies on communication, so please talk to us. If we stop hearing from you, we will reach out to you via your Slack project and/or email. If we do not

receive a response from you, we will assume your priorities have changed. **After a period of 10 days with no communication received from you, we will close and archive the project.** Starting a new project with payment will be required at that point if you wish to continue working with us. So - please keep in touch. If you keep us posted about what's going on, everything will be fine.

2. **Additional Name/Tagline/Domain Purchases:** All ideas submitted during a project are the creative property of the Ink & Key Branding Team. If you choose to purchase a domain during a project to "save" it, you agree to pay \$75 to the team member who suggested it. If the purchased domain ends up being the winning name/domain at the conclusion of the project, the \$75 will be refunded. If you choose one name and/or tagline at the conclusion of a contest, but would like to use other name/tagline ideas suggested by a team member, you agree to purchase those additional name and/or tagline and/or domain ideas from the team member who created them at a cost of \$75 each paid to Ink & Key. The full proceeds will go to the team member/creator. Please let the team member know when you have registered his or her domain.

3. **Refunds:** The Ink & Key branding team works hard, and puts a lot of time, thought and effort into creating name ideas for you. Not only that, but they take a genuine interest in your business, encourage you if you need it, and will ask all the right questions. I reserve the right to pay my team for the time they have worked hard on your project. Our process is designed for interaction, which goes both ways. Therefore, refunds will not be offered if you have not interacted with us or provided individual feedback. If you end up deciding not to choose a name at all, or to choose a name that you came up with before our project with you, or that came from another source either before or during our project, this does not negate the time and effort my team invested in your project, and a refund will not be offered. During the process of collaborating, interacting, and brainstorming with us, if you create a name or tagline that you end up choosing, please understand that this is a result of and benefit from working with us, and a refund will not be offered. The value of immersing yourself in our unique process contributes to added perspective and insights related to your brand, which will naturally lead to the creation of great ideas. If you have questions about our process, please talk with me (Lynn) so I can try to help. We will do everything we can to help you get a great name and tagline.

4. **Project Timeline:** Because we are a small, select team of creatives with multiple projects running simultaneously, we rely on your prompt feedback and guidance in order to present further rounds of refined ideas. **Unless more time is requested, we make it our goal to conclude each project within 30 days. Once a project has reached 60 days, an additional fee will be required in order to extend the project and request additional rounds of ideas.** We do our best to be as flexible and understanding as possible, and desire to serve all our clients well. We have found that allowing a project to continue past 60 days generally serves no benefit for the client or the team. *

This Agreement is made between Client and Ink & Key, LLC.

We'll always do our best to fulfill your needs and meet your expectations. But it's important to have things written down so that we both know what's what, who should do what and when, and what will happen if something goes wrong. In short, You, The Client ("You") are hiring Us, Ink & Key, LLC and any branding team members working under the umbrella of Ink & Key, LLC, ("We" or "Us") to create a name and/or tagline for you in our mini-crowdsourcing experience.

WHAT DO BOTH PARTIES AGREE TO? We'll always do our best to fulfil your needs and meet your expectations You: You have the authority to enter into this contract on behalf of yourself, your company or your organization. You'll give us the assets and information we tell you we need to complete the project. You'll review our work, provide feedback and approval in a timely

manner. Us: We have the experience and ability to do everything we've agreed to, and we'll do it all in a professional and timely manner. We'll endeavor to meet every deadline that's set and on top of that we'll maintain the confidentiality of everything you give us.

CANCELLATION If, at any stage, you change your mind about what you want to be delivered and are not happy with the direction, you can close the project. You can cancel this contract at any time, by informing us in writing. Likewise, we can cancel this contract any time, by informing you in writing. Cancellation does not affect any benefit or right that you or us become entitled to beforehand. If you think the team has not done an adequate job of creating names and taglines for you, please contact us. We will do everything in our power to make things right. We reserve the right to take good care of our branding team. The team works incredibly hard on each project, and we like to pay them for their time, whether or not the client ends up choosing a name and/or tagline.

PROJECT SCHEDULE

You agree to review our work and provide feedback in a timely manner: The more feedback we receive, the more quickly we can refine our ideas for you.

Communication: Our process, and the success of each project, relies on communication. If we stop hearing from you, we will reach out to you via your Slack project and/or email. If we do not receive a response from you, we will assume your priorities have changed. After a period of 10 days with no communication received from you, we will close and archive the project. Starting a new project with payment will be required at that point if you wish to continue working with us. So - please keep in touch. If you keep us posted about what's going on, everything will be fine.

Additional Name/Tagline/Domain Purchases: If you choose one name and/or tagline, but see additional name and/or tagline ideas you like, or if we provide a domain idea you would like to use, you agree to purchase those additional name and/or tagline and/or domain ideas from the team member who created them at a cost of \$75 each. The full proceeds will go to the team member/creator.

Work. Ink & Key and associated writers agree to provide to Client the work agreed upon. We will create names and/or taglines for your particular branding project, and will continue to work with you and refine our ideas until you choose a name and/or tagline, or for up to a period of 60 days.

Representations: Ink & Key, LLC and associated writers (hereafter referred to as we or us) represent that, except for materials given to us by you, we are the sole author of the Work and all of Ink & Key's services are original and not copied in whole or in part from any other work; that the Work does not violate the patent, copyright, trade secret or other property right of any person, firm or entity. We also represent and warrant that in signing this Agreement and in providing Services to you, the client, we are not and will not be in violation of any other contract, agreement or understanding to which Ink & Key is a party.

Payment: Client will pay the agreed upon amount in U.S. Dollars for all rights in the Work (Fee). Ink & Key will not receive any further payment from Client, unless the Client hires Ink & Key for additional services.

Work-For-Hire: We acknowledge that the material contributed by us under this Agreement and Ink & Key's services, are being specially ordered and commissioned by you for use in connection with the Project as described. The Work contributed by us shall be considered a work-made-for-hire as defined by the copyright laws of the United States and as protected by the Berne Convention for the Protection of Literary and Artistic Works. You shall be the sole and exclusive owner and copyright proprietor of all rights and title in and to the results and proceeds of our services in whatever stage of completion and Ink & Key hereby irrevocably transfers all right and title under such works-made-for-hire to Client. If for any reason the

results and proceeds of our services hereunder are determined at any time not to be a work made for hire, we hereby assign to Client all rights to such Work, including but not limited to all other copyrights. We agree to execute all documents reasonably requested by you to further evidence the foregoing assignment.

Changes/ Moral Rights: Ink & Key agrees that Client may make any changes or additions to the Work prepared by Ink & Key, which Client in his or her sole discretion may consider necessary, and may engage others to do any or all of the foregoing, with or without attribution to Ink & Key. Ink & Key further agrees to waive any so-called moral rights in the Work.

Entire Agreement: This Agreement constitutes the complete and exclusive statement of the agreement between the parties with regard to the matters mentioned, and it supersedes all other agreements, proposals, and representations, oral or written, express or implied.

Client and Ink & Key, LLC

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I accept

I don't accept

We really appreciate your time and your trust.

Get ready - our team works quickly, and will begin generating ideas for you as soon as we receive your payment.

Please don't hesitate to send an email to Lynn at info@inkandkey.com with any questions.