C&D Branding Opinions Survey

1. What words or concepts do you want people to associate with the PBRN?

   _____

2. Do you have specific brand colors, fonts, or visual elements in mind?

   _____

   a. Should the typeface reflect a formal, casual, modern, or traditional feel?

   _____

3. What tone and language best represent our brand's voice?
   a. Formal and Professional
   b. Conversational and Friendly
   c. Authoritative and Direct
   d. Informative and Educational
   e. Inspirational and Motivational
   f. Casual and Relatable
   g. Technical and Specific
   h. Sophisticated and Refined
   i. Other:
      _____

4. What aspects of our existing brand elements (logos, imagery, etc.) do you like or dislike?

   _____

5. What is the best way to communicate with our audience?
   a. Email Newsletters
   b. Website Blog/Content
   c. Forums/Community Platforms
   d. Telephone
   e. In-person Events/Workshops
   f. Webinars/Online Courses
   g. Social Media

h. Other:

_____
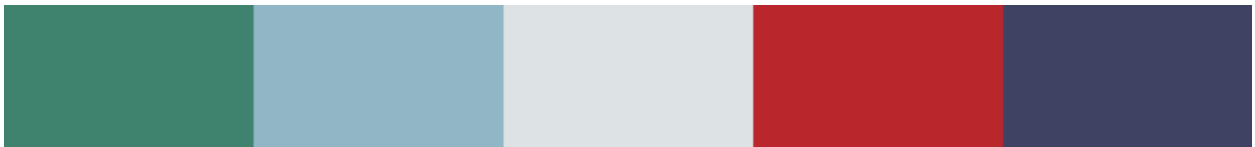
6. How do you envision the PBRN evolving in the future?
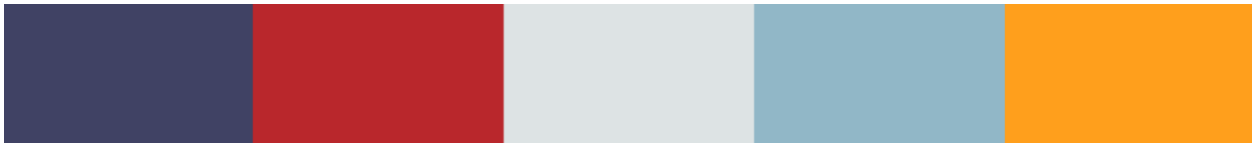
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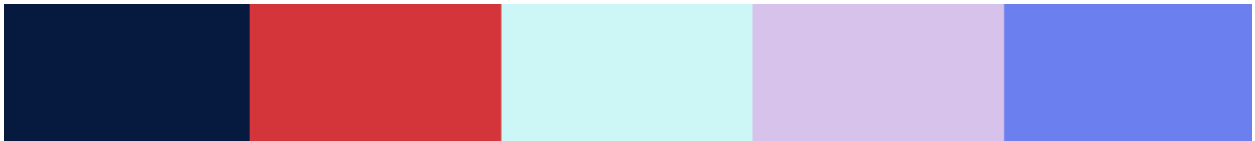
Bonus: Pick your favorite colors or palette

A.

B.

C.

D.

E.

Any other comments or suggestions?

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