



## C&D Branding Opinions Survey

1. In your opinion, what are the core mission and values of the National Dental PBRN?

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2. Who is our target audience?

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

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

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

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5. 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:

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

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7. 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:

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8. How do you envision the PBRN evolving in the future?

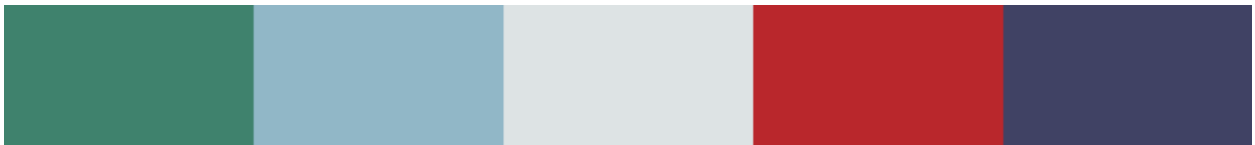
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Bonus: Pick your favorite colors or palette

A.



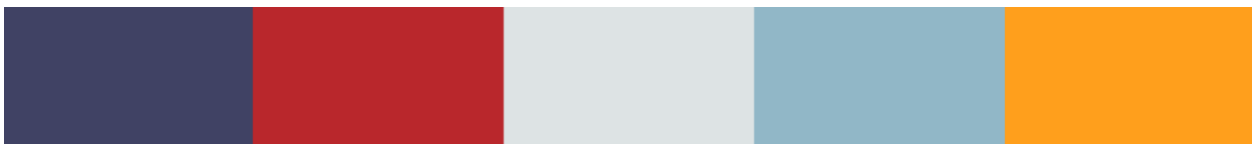
B.



C.



D.



E.

