

HURST DESIGNS DESIGN QUESTIONNAIRE



BEFORE YOU BEGIN

Hi, I'm Daniel Hurst, a graphic designer based in Toowoomba, Australia and the founder of Hurst Designs. My role is to help you navigate the process of building strong, intentional brand visuals by guiding you through the decisions that matter most.

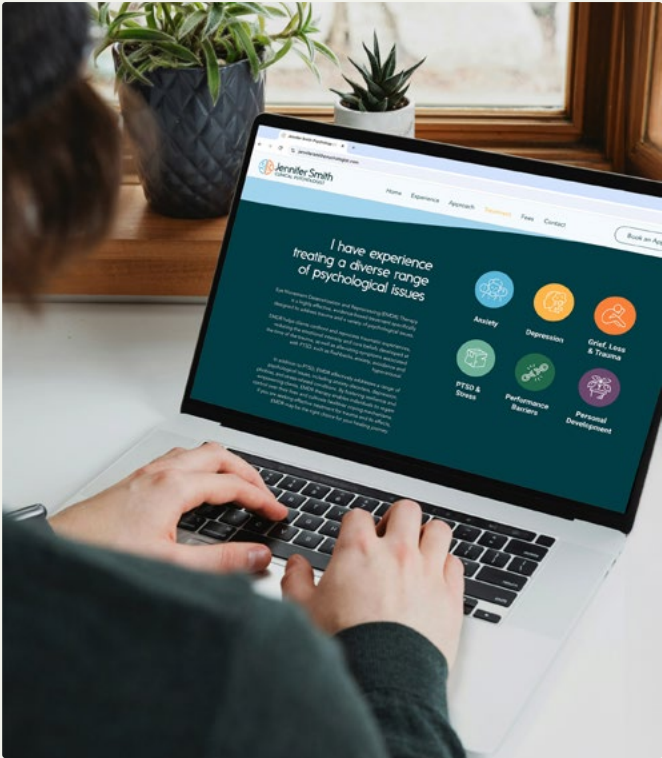
A strong visual identity is not just about looking good. It is about communicating the right message to the right people, in a way that sets your business apart. That is why these questions matter. Your answers help define three things that guide every design decision going forward:

Your target audience
Who we are trying to attract and what they need to see, feel, and understand.

Your goal
What success looks like and what the identity needs to help achieve.

Your point of difference
What makes you the clear choice, and how we can visually express that.

These questions gives me the clarity I need as your designer to create visuals that are intentional, consistent, and aligned with your brand. It also ensures your identity always points back to your audience, your goals, and what makes you different.



YOUR PURPOSE

A brand's purpose is the fundamental reason it exists beyond making money. It reflects the positive impact the brand aims to have on the world.

EXAMPLES

NETFLIX

To entertain the world with compelling, innovative storytelling and exceptional content.



To bring inspiration and innovation to every athlete in the world.

TESLA

To accelerate the world's transition to sustainable energy.



To make health and sustainability both fun and irreverent by providing a bold alternative to sugary and plastic-packaged beverages.

THE MISSION

A brand’s mission is a statement that defines the company’s objectives and approach to reach those objectives. It outlines what the company aims to achieve in the short to medium term.

EXAMPLES

NETFLIX

To entertain the world by providing outstanding content that connects with audiences and brings joy w



To drive product innovation, create compelling experiences, and engage athletes to push their limits.

TESLA

To create the most compelling electric vehicles and energy solutions, driving the transition to sustainable energy.



To murder your thirst with the healthiest beverage possible while helping to kill plastic pollution.

YOUR VALUES

Brand values are the core principles and beliefs that guide a company’s behaviour and decision-making. They shape the company’s culture and define how it interacts with customers, employees, and the broader community.

EXAMPLES

NETFLIX

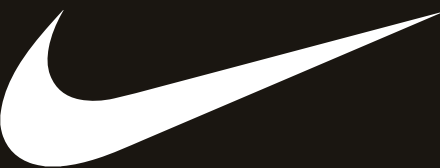
- Judgment**
Make wise decisions despite ambiguity

Communication
Share information openly and proactively

Curiosity
Learn rapidly and eagerly
- Courage**
Take smart risks and challenge the status quo

Passion
Be determined to make an impact

Integrity
Be known for candor and authenticity



- Sustainability**
Promote sustainable practices for a better world

Community
Foster a sense of community and belonging

Inspiration
Inspire everyone to achieve their best
- Innovation**
Seek to be a leading force in creativity and innovation

Diversity
Embrace and celebrate diverse backgrounds and perspectives

TESLA

- Innovation**
Continually push technological boundaries

Sustainability
Commit to creating environmentally friendly products

Customer-centricity
Focus on delivering an outstanding customer experience
- Integrity**
Maintain honesty and transparency in all activities

Excellence
Strive for exceptional performance and quality



- Environmental Responsibility**
Commit to reducing plastic waste and promoting sustainability

Health Consciousness
Provide a healthy alternative to sugary drinks

Humour and Irreverence
Use humour and a bold attitude to make a positive impact.
- Innovation**
Continuously develop creative solutions to environmental and health challenges

Transparency
Be open and honest about our products and practices

ABOUT THE BRAND

Brand Personality – How would you describe your brand?
(confident, warm, bold, refined, adventurous, playful)

What are the strengths of your brand?

Brand Personality – How would you describe your brand?
(What do you like or dislike about how they present themselves visually?)

What value do customers get from your brand/product/service?

What sets you apart from the competition?

What would success look like for your business after this project is complete?

ABOUT THE AUDIENCE

Who are your primary target audience?

What are your audience’s pain points? What do they want?

How are you solving your audience’s pain points and giving them what they want?

What is it about your brand/product/service that attracts your target audience?

ABOUT THE LOGO/IDENTITY

What do you like about your current logo?

Where will this logo be used most often?

(website, packaging, signage, social media, uniforms)

What are 3 words you want your audience to think of when they see your logo?

What are you looking for in your new logo?

What are some nouns (objects, symbols) that you would consider for your logo?

BRAND SPECTRUM

TRADITIONAL		MODERN
SERIOUS		PLAYFUL
SIMPLE		COMPLEX
EXCLUSIVE		INCLUSIVE
LUXURY		AFFORDABLE
FORMAL		INFORMAL
MASCULINE		FEMININE
QUIET		LOUD
ELEGANT		RUGGED
MATURE		YOUTHFUL

LET'S WORK TOGETHER AND CREATE SOMETHING AWESOME!

At Hurst Designs, I work with businesses to create professional, meaningful brands tailored to their unique needs. With years of experience and a passion for creative problem-solving, I focus on delivering design solutions that not only look great but also help you achieve your business goals.

- Daniel Hurst