



Brand Development Questionnaire

What is the unique story behind your business?

What's at the core of why you're building this business or getting started in the cannabis industry?

What do you want your first impression to be?

What should people feel when they see or think of your brand?

Select 1 or 2 descriptors from each set that convey the personality of your brand.

Set 1:

Energetic, Active, Adventurous, Daring, Bold

Set 2:

Sophisticated, Playful, Cheerful, Funny, Warm, Optimistic, Friendly, Creative, Scholarly/Academic, Attentive

Set 3:

Dignified, Outgoing, Passionate, Genuine, Wise, Calm, Confident, Trustworthy, Capable, Solid

Set 4:

Cutting Edge, Modern, Traditional, Innovative, Progressive, Casual, Formal, Serious, Relaxed, Business-like, Simple, Inspiring

Set 5:

Resourceful, Helpful, Authoritative, Quality, Masterful, Committed, Providing Relief, Problem-solving

Are there any other descriptors you would like to add?

If your company were a car, what would it be?

Describe your ideal customer.

What do you want your customers to say after they leave your business?

Brands that convey a similar tone/feeling (non-cannabis brands)

What makes/will make your clients trust you the most?

Is there anything that you DON'T want your brand to convey?