



Project Brief

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we shape up brands.

FLAVORTE

Before we start

It takes about ten minutes. Most questions are dropdowns: just pick the closest answer, or type your own. Skip anything you are unsure of, and we will fill the gaps together.

When you are done, save the file and attach it to the contact form on flavorte.com, or email it to info@flavorte.com.

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01

About your business

Who you are, and how we can reach you.

Company / brand name

Sector

Your name

Your role

Years in business

Based in

Email

Phone / WhatsApp

Website or Instagram link

02

The project

What you need, and why it matters now.

This is a

Select

Main goal

Select

Why now?

Select

Size of the project

Select

Anything to add, in your own words? (optional)

03

Your audience

The people your brand is for.

Your customers are

Select

Main age group

Select

Price level

Select

Mostly

Select

Where do you sell?

Select

How do you sell?

Select

Describe your ideal customer (optional)

04

Competitors
and inspiration

The brands around you,
and the ones you look up to.

Your main competitors

Competitor 1

Competitor 2

Competitor 3

Brands you admire, from any sector

Brand 1

Brand 2

Brand 3

What do you like about them?

Select

Compared to competitors, you want to be

Select

05

Personality

How people should feel when they meet your brand.

Pick three words your brand should feel like

Word 1

Select

Word 2

Select

Word 3

Select

It should never feel

Select

Visual direction

Select

Is there anything to keep?

Select

Colors you love or want to avoid (optional)

06

Deliverables

Tick everything you think you need. We will refine it together.

- ☐ Brand strategy
- ☐ Logo and visual identity
- ☐ Packaging
- ☐ App / software
- ☐ Social media content
- ☐ Signage and interiors

- ☐ Naming
- ☐ Brand guidelines
- ☐ Website
- ☐ Photo and video
- ☐ Printing and stationery
- ☐ Launch campaign

Anything else?

07

Timeline

When you would like to start, and when you launch.

When would you like to start?

Select

The date is

Select

When do you plan to launch?

Select

What is driving the date?

Select

08

Anything else

History, challenges, opinions,
files you can share later.

How did you hear about us?

Select

Preferred first meeting

Select

Anything else that will help (optional)

Ready to build a brand that leads.

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we shape up brands.