

Logo Questionnaire:

I am so excited to be working with you on your new logo design! Below are a couple of questions to get us set up for the rest of the process. Once you return this form to me I will put your consultation call on the calendar. Can't wait to get started!

About your Business

Below are questions about you and your business. This will help us create branding that will accurately reflect your business.

What do you do? *

Embrace Kulture is working to create a world where youth and children with intellectual disabilities are embraced and accepting by building the capacity of local grass-roots organization based in Sub-Saharan Africa through grants and trainings.

How long have you been in business? *

2 years

How big is your company? (number of employees? revenue?) *

1 Full time employee, \$100,000

Describe yourself: *

driven, expert, passionate, innovative, unrelenting, relevant, thought-leader, changemaker, scaleable, appropriate, "she did it well"

What's motivating you to update/create a brand now? *

Officially setting up a stand alone non-profit. New mission

Is there a unique story behind your business or business name? *

Embrace Kulture was started because of one girl, Oliva. You know her story. She has so much by potential but was completely limited driven by deep-seated cultural beliefs and stigma. She was abused. I will never let what happened to her happen again or happen to any other child.

Why did you decide to build this business? And what inspires you to keep building? *

She continues to inspire me, as well as all the children and parents that have come to us since. Across Sub-Saharan Africa they look to us and say "thank you for the work." Moved, truly, by our mission and those we serve. Everyone recognizes that this is a critical problem that has never been addressed. Even the "big player" have ignored this space finding it too difficult or the impact numbers too small. We will revolutionize disability understanding and the movement globally with the work in Africa.

What does your business/product do? What problems do you solve for your customers? *

Embrace Kulture provides grants and trainings to build the capacity of non-profits in Sub-Saharan Africa. We provide access to research and knowledge and work with local groups to create replicable, scalable and impactful solutions for youth and children with disabilities. Currently programs focus on providing youth with intellectual disabilities with the chance to achieve their potential through post-primary education and empowerment opportunities.

What are the values of and/or mission statement of your company? *

Vision: To create a world where all children and youth with developmental and/or cognitive disabilities are embraced and accepted for what makes them unique

Mission: To develop the capacity of organizations serving children and youth with developmental and/or cognitive disabilities in Africa.

What is your business' personality? *

Believe in potential; Passionate; unrelenting; driven; empowering; overcoming; thought-leadership; research drive; culturally appropriate; innovative

Target Audience

Below are questions about your target audience. This will help us create branding that will speak to your audience.

Who is your target audience? *

Americans aged 30-80, middle to upper middle class

Describe your ideal customer. *

Someone with a special needs connection, either a familial or occupational connection, who is compassionate towards the lack of resources in Sub-Saharan Africa, believes in the potential of all children and wants to make a significant impact but feels unable to given the confines of the special education system in America.

What message to you want your brand to convey to your ideal customer? *

You can have a significant impact. You matter.

Tell me about their age, sex, income, occupation, education, lifestyle, and purchasing habits. *

Americans aged 30-80, middle to upper middle class, married, financially comfortable

Your Competitors

Below are questions about your competitors

Who are your 3 main competitors (direct or indirect)? *

Bantwana; Charity Water; Build Africa

What do you like about their brands? What do you dislike about their brands? *

Charity water was able to bring significant engagement, got people to donate their birthdays and feel proud about raising money not feel like they were begging friends. Build Africa has been successful in helping people feel they have made lasting change. Bantwana has focused on institutional fundraising and been very successful with that.

What makes your company different and better than your competitors? *

All represent fundraising in the US to assist Africa. Bantwana and Charity water do not work with disability. Build Africa does work with disability but is focused on school construction and doesn't care much for being culturally appropriate with their solutions.

Now..About that Logo

Below are questions about your current logo (if you have one) and your preferences for the new one.

What do you love about your current logo (if you have one)? *

That the little guy inside is being hugged/embraced! Heart seems like two arms hugging the guy. So many levels to the logo. Love the colors. Love that it's a bit whimsical, yet modern.

What elements of your current logo do you feel that you have outgrown? *

Perhaps too happy? Not serious enough? Could be more minimalist

Is there a particular style of logo you like? *

- Just font, with no symbols
- Font with added meaning
- Monogram
- Font inside of a shape
- Abstract icon
- Regular icon
- Silhouette
- Badges or crests
- Mascot



Fonts (please choose the font types you find most appealing. Please note you are not choosing what will be used in your logo, this is just to give me an idea of what you like so I can create something even better!). *

- San-Serif
- Serif
- Script
- Eroded/Grunge
- Typewriter
- Handwritten

What colors (if any) do you want incorporated into the new design? *

People say green inspires donations but I like our colors

What do you hope your logo conveys to your clients and target audience? *

Leader, relevant, serious funder, trust worthy and impactful with their funding

Using 5 adjectives or short phrases, describe your brand's desired look and feel. *

compassionate, transparent, impactful, focused on population we are serving, focused on the individual

A new brand can take you anywhere. Where do you want to be in three years? *

Know as the leading organization in Uganda working for youth with intellectual disabilities. Recognized in the international space as a strong, up and coming organization working for this population. Soon to be thought leader

Do you have a tag line or slogan that goes along with your logo? *

I don't think we really do but I think we need one - something that identifies the population we work for

Which of these words describes your brand best? *

Modern

Which of these words describes your brand best? *

Somewhere in the middle

Which of these words describes your brand best? *

Somewhere in the middle

In your opinion, what defines a successful logo?

Easy to remember, creating an association to the mission or services of the organization

Your design ideas (optional)

Charity: water was awesome because it was so simple yet perfectly captured and described what they do.

Anything else I should know?

Following Up

Now that we have a better idea of who you are and what's important to your brand, we just need to gather a few more things from you and to set up a time to go over all of your answers.

Please email us 3 links to logos that inspire you with a brief description of what do you like best about them.

**Please share with us any existing print materials or web elements that you use for your business
All files can be sent to meg@inkind-design.com (mailto:meg@inkind-design.com) or send an email so we can arrange for you to get us hard copies.**

Who are the decision makers on this project? Will we be able to be directly in touch with them? If so, how?

Me and You!

What day works best to schedule a follow up phone call?*

Jul 11, 2018

Do you have a preference for what time of day (your time) the call occurs? Keep in mind we operate on Eastern Standard Time. If you're in any other time-zone, please let us know. *

Afternoon