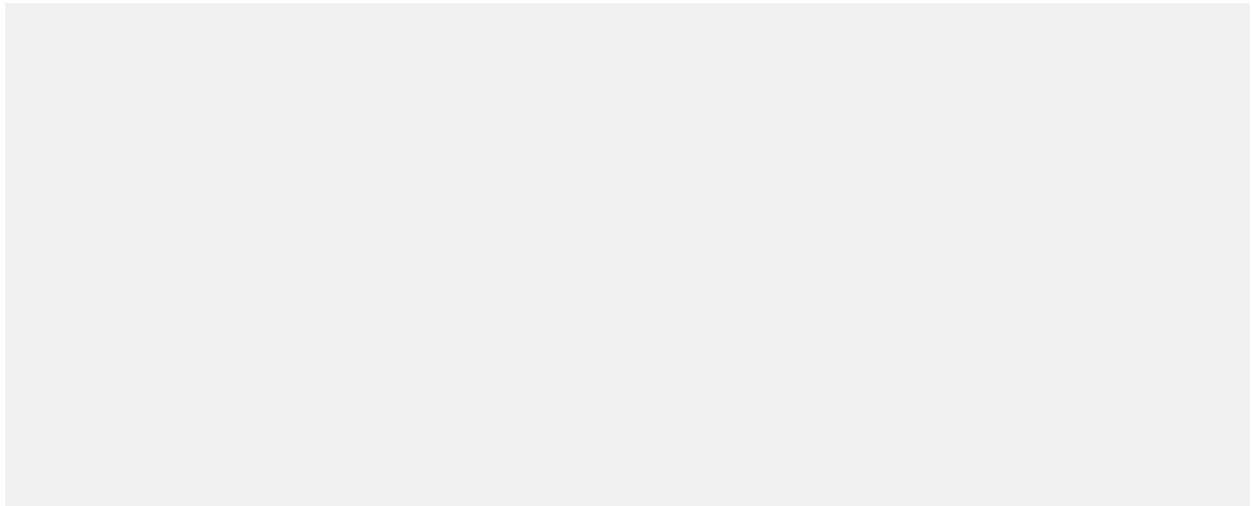




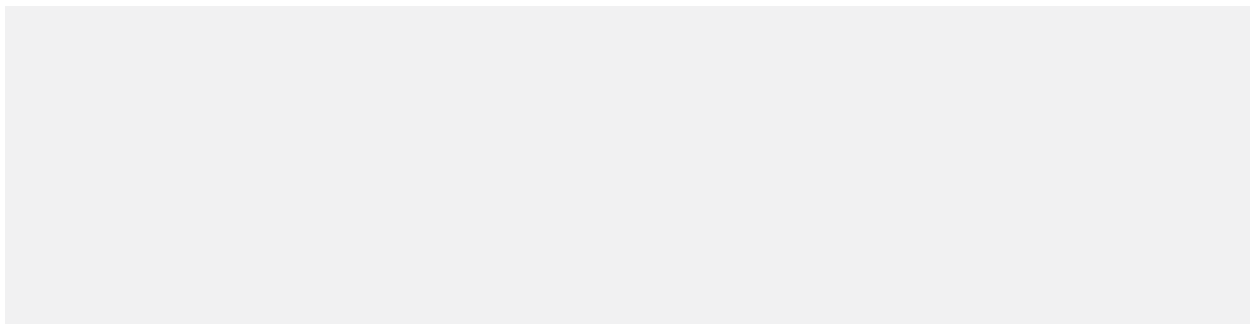
## Part 2: Perception

5. Describe how you would like your company to be perceived. **If you only answer one question on the questionnaire, this is the most important.** I find this question is most easily answered by making a list of adjectives. List at least ten, the more the better.

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6. **Colors:** Are there any colors that I should avoid in your design because you just dislike a certain color or the color is used by a competitor and you would prefer to differentiate. **And** are there a colors that you definately want me to incorporate into your branding.



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7. Characterize your typical customer.

