

the
Coco Label.

A COCO LABEL QUESTIONNAIRE

The Intake.

Before we begin. Everything that goes into a brand kit starts here. Fill what fits. Skip what doesn't. The more honest, the better the brand.

C.

*The work is only as
good as what you tell
us.*

— A NOTE FROM COCO

Read this first.

Hey. This is how I get to know your brand before I ever pull up a single file. The questions look like a lot. They're not. Most are one or two sentences. Skip whatever doesn't apply to you.

The point isn't to grade you. The point is for me to see your business the way you see it, so what I build feels like you and not like an agency template.

There are no right answers. The more you tell me, the less I have to guess. The less I guess, the faster we get to work you actually love.

Type directly into the fields. Save the file. Send it back. I'll read every word before our first call, and come to it with questions, ideas, and a shape of what your brand could be. Take an hour. Take a week. Whatever you need.

xo, Coco

About you.

01.

Names, links, and the short version of who's at the wheel.

Q . 0 1

Your name and role.

Q . 0 3

Best email to reach you.

Q . 0 5

Website.

Q . 0 7

Other platforms.

TikTok, YouTube, Substack, anywhere else you live online.

Q . 0 9

Why now? What made you reach out about a rebrand?

A milestone, a launch, frustration with what you've got, advice from someone, a long time coming. Be honest.

Q . 0 2

Brand name (exact spelling).

Capitalization, phonetic spellings, anything we'd get wrong if we typed it cold.

Q . 0 4

Phone (optional).

Q . 0 6

Instagram.

Q . 0 8

One sentence: what does your business do?

Your business.

02.

What you actually do, who's doing it, and what makes you different from the next person doing similar work.

Q . 1 0

How long have you been doing this?

Q . 1 1

Who's on your team?

Just you, a few helpers, a real team. Numbers if helpful.

Q . 1 2

What do you sell or do? List everything.

Products, services, programs, courses, coaching, merchandise. The full menu.

Q . 1 3

What categories or industries do you compete in?

Fitness, wellness, food, fashion, coaching, education, beauty, tech, and so on.

Q . 1 4

What makes your business different from others doing similar work?

Your real answer. Not the 'we care more' answer.

Your audience.

03.

The people who already buy from you, and the people you wish would. The more specific, the better.

Q . 1 5

Describe your ideal customer.

Age, gender, where they live, what they do for work, what they listen to, what they buy. Give us a portrait.

Q . 1 6

What do they actually care about, that's relevant to what you sell?

Q . 1 7

Are there cultural, regional, or community specifics that matter?

Region, ethnicity, faith, language, generation, subculture. Tell us what makes your audience theirs.

Q . 1 8

Where does your audience live online?

Platforms, communities, group chats, newsletters, podcasts.

Your voice.

04.

The shape of how your brand talks. The words you reach for. The ones you'd never use.

Q . 1 9

Three words for how you sound today.

Q . 2 1

Words or phrases you love.

Things your audience would recognize as yours.

Q . 2 3

Do you have a tagline already, or want one?

If you've got one, type it. If you want one, what would it need to do?

Q . 2 0

Three words for how you want to sound.

Q . 2 2

Words or phrases you avoid.

The industry-speak. The cringe. The played-out.

Your taste.

05.

The brands you watch. The colors that feel like you. The mood you've been collecting in your head.

Q . 2 4

Three brands you admire, and one line on why for each.

They don't have to be in your industry. They probably shouldn't all be.

Q . 2 5

Three brands that are nothing like yours.

The vibe you're not going for.

Q . 2 6

Colors that feel like you.

Names, hex codes, or just describe.

Q . 2 7

Colors that feel wrong.

Q . 2 8

Three mood words.

Editorial. Bold. Soft. Raw. Athletic. Premium. Quiet. Loud.

Q . 2 9

Any visual references? Pinterest board, mood board, screenshots.

Paste a link, or note where to find them.

What exists.

06.

What you've already got, what's working, and what makes you wince when you look at it.

Q . 3 0

What brand assets do you have right now?

Logo, colors, fonts, photography, packaging, templates. Whatever's in the folder.

Q . 3 1

What's working about your current brand?

Q . 3 2

What's broken, or makes you wince?

Q . 3 3

Is anything off limits to change?

Sentimental, contractual, recognizable to your audience, or non-negotiable for any reason.

Where you're going.

07.

The version of this business you're building toward, and the moments that matter on the way.

Q . 3 4

Where do you want this business in one year?

Q . 3 5

Where do you want it in ten?

Q . 3 6

Any specific launch moments or milestones coming up?

New product, anniversary, expansion, collab, season. Anything we should build toward.

Q . 3 7

What does success from this rebrand look like to you?

Be specific. 'More sales' is fair, but tell us how you'd know.

What you need.

08.

Check everything you think you need. We'll scope it together on the call.

Q . 3 8 — WHAT SHOULD BE IN YOUR BRAND KIT?

- | | |
|---|---|
| ☐ Logo system (primary, secondary, icon, variants) | ☐ Website direction or full design |
| ☐ Color palette + typography system | ☐ Email design (templates, signatures) |
| ☐ Product packaging design | ☐ Print collateral (business cards, postcards) |
| ☐ Apparel or merchandise | ☐ Program or service marks |
| ☐ Instagram templates + highlight covers | ☐ Photography direction or art direction |
| ☐ Link-in-bio page | ☐ Voice and copy guidelines |

Q . 3 9

If you have products, list them here.

Full SKU list. Categories. Anything that needs its own visual treatment.

Q . 4 0

Anything else you want, that wasn't listed?

The logistics.

09.

Timeline, budget, who decides. The boring stuff that makes a project actually move.

Q . 4 1

When do you want this finished?

Hard deadline, soft target, or flexible.

Q . 4 3

Who's the decision-maker?

Q . 4 5

Existing contracts, IP, or partners we should know about?

Trademarks, prior designers, active agreements, lawyers. Anything that affects what we can change.

Q . 4 6

Anything else we should know? Fears, hopes, things to flag.

The wildcard. What are you worried about? What would you secretly love?

Q . 4 2

Working budget range.

A range is fine. Or write 'let's discuss.'

Q . 4 4

Anyone else who needs to weigh in?

Spouse, partner, attorney, mentor, manager.

Now we work.

01.

You send it back.

Save the filled PDF and email it to hello@thecocolabel.com.

02.

We read everything.

Every word, before our first call. I come with questions and the start of a direction.

03.

Discovery call.

45 minutes. We talk. You hear my take. We confirm we're a fit before either of us signs anything.

04.

Scoped proposal.

Within a week of the call you get scope, timeline, and price. You say yes or no. We begin, or we don't.

FOR NEW WORK

Send the intake to hello@thecocolabel.com

I read every word.