

# DecryptGen Branding Questionnaire

Please tell us about the desired look and feel of your brand.

## Brand Personality

If your brand were a person, which adjectives would best describe them?

***The ultimate mission is to help advance medicine and make it easy for scientists to mine complex data. We would describe our platform as helpful, agile, useful, pragmatic, clean, and simple, yet powerful.***

## Fonts

If you had to choose one of these fonts for your brand, which would you choose?

***Sans-serif or Rounded fonts***

Aa	Aa	Aa	Aa
Serif	Sans-serif	Rounded	Modern

## Colors

Your current brand colors: Color A // Color B Do these colors best represent your brand?

***Yes, and we prefer to keep the color palette small.***

## Inspiration

Please list any websites from which you would like us to draw inspiration and describe what you like about them?

***Other machine learning platforms, such as BigML. We would like the design aesthetic to be similar to that of Google or Apple (i.e. simple and clean).***