

Discovering Your Brand's Personality

A quick word on brand:

Most of us see the clothes we wear as an expression of ourselves. Our clothes might signify our interests, personality, or style to others. At a glance, our clothes might help others understand who we are or who we want to be. So, if your brand was a person, observe what "clothes" we have put on and consider what that conveys in terms of our "personality." This might include your current logo, colors, images, typography, other visual elements, and the language we use.

Please fill in the following areas as if your brand was an actual living, breathing, person.

AGE:

LEVEL OF EDUCATION:

WHERE DID YOU GROW UP?

WHO'S YOUR HERO?

What are your favorites?

COLOR:

FOOD:

MUSIC GENRE:

LITERARY CHARACTER:

ANIMAL:

VEHICLE:

VACATION SPOT:

**WHAT IS YOUR GO
TO OUTFIT?**

If your brand were a person, what kind of personality traits would they have?

Similar to the previous question, consider what kind of personality traits your brand might have if it was a person. List at least SIX (6) adjectives that describe the primary personality traits that your brand would want to convey to their customers and/or supporters.

PERSONALITY TRAIT SUGGESTIONS

ACCURATE	FAST	FUN	QUIET	WELCOMING
DURABLE	CURIOUS	KNOWLEDGEABLE	STABLE	INFLEXIBLE
ADAPTABLE	FEARLESS	POWERFUL	UPBEAT	MYSTERIOUS
DYNAMIC	DECISIVE	SKILLFUL	HELPFUL	RESILIENT
BALANCED	FIERCE	THOUGHTFUL	ILLOGICAL	STURDY
EDUCATED	DILIGENT	FUTURISTIC	REBELLIOUS	WELL MADE
BRIGHT	FOCUSED	LIKABLE	STIMULATING	INNOVATIVE
EFFICIENT	FRESH	PRODUCTIVE	UPSCALE	ODD
CALM	INTELLIGENT	SMART	HONEST	SECURE
ELOQUENT	PASSIONATE	TIRELESS	MAGICAL	STYLISH
CARING	SIMPLE	GENEROUS	RELAXED	WISE
ENERGETIC	SWANKY	LOGICAL	STRATEGIC	INQUISITIVE
CONFIDENT	FRIENDLY	PROTECTIVE	UPTIGHT	OPTIMISTIC
ENTHUSIASTIC	JUDICIOUS	SOPHISTICATED	IMMATURE	SHARP
COURAGEOUS	PEACEFUL	TRUTHFUL	MATURE	SUBTLE
FAMILIAR	SINCERE	HARD-WORKING	RELIABLE	YOUTHFUL
CREATIVE	TASTEFUL	LOYAL	STRONG	

Please indicate which characteristics are more accurate of who your brand is currently:

Masculine	☐	☐	☐	☐	☐	☐	☐	Feminine
Formal	☐	☐	☐	☐	☐	☐	☐	Informal
Unconventional	☐	☐	☐	☐	☐	☐	☐	Mainstream
Proud	☐	☐	☐	☐	☐	☐	☐	Humble
Playful	☐	☐	☐	☐	☐	☐	☐	Serious
Rule Follower	☐	☐	☐	☐	☐	☐	☐	Rule Breaker
Warm	☐	☐	☐	☐	☐	☐	☐	Cold
Precise	☐	☐	☐	☐	☐	☐	☐	Random
Calm	☐	☐	☐	☐	☐	☐	☐	Excited
Cat Lover	☐	☐	☐	☐	☐	☐	☐	Dog Lover