

# BRAND PERSONALITY

## STEP 1

Place a check by the words that you gravitate towards for the personality of your business. Check the middle if you are in the middle.

Outrageous	<input type="checkbox"/>	_____	<input type="checkbox"/>	Mild
Mysterious	<input type="checkbox"/>	_____	<input type="checkbox"/>	Upfront
Exclusive	<input type="checkbox"/>	_____	<input type="checkbox"/>	Accessible
Homestyle	<input type="checkbox"/>	_____	<input type="checkbox"/>	Corporate
Funny	<input type="checkbox"/>	_____	<input type="checkbox"/>	Serious
Organized	<input type="checkbox"/>	_____	<input type="checkbox"/>	Free flowing
International	<input type="checkbox"/>	_____	<input type="checkbox"/>	Local
Country	<input type="checkbox"/>	_____	<input type="checkbox"/>	Metro
Casual	<input type="checkbox"/>	_____	<input type="checkbox"/>	Suit
Adventurous	<input type="checkbox"/>	_____	<input type="checkbox"/>	Safe
Luxury	<input type="checkbox"/>	_____	<input type="checkbox"/>	Economy
Innovative	<input type="checkbox"/>	_____	<input type="checkbox"/>	Usual
Contemporary	<input type="checkbox"/>	_____	<input type="checkbox"/>	Traditional
Historic	<input type="checkbox"/>	_____	<input type="checkbox"/>	Futuristic
Light	<input type="checkbox"/>	_____	<input type="checkbox"/>	Dark
Natural	<input type="checkbox"/>	_____	<input type="checkbox"/>	Artificial
Rough	<input type="checkbox"/>	_____	<input type="checkbox"/>	Polished
Predictable	<input type="checkbox"/>	_____	<input type="checkbox"/>	Exciting
Technical	<input type="checkbox"/>	_____	<input type="checkbox"/>	Abstract
Friendly	<input type="checkbox"/>	_____	<input type="checkbox"/>	Closed off

## STEP 2

Place the important words from STEP 1 to this column and add more!

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## STEP 3

Order the words in STEP 2 by most important to least. When you run out of lines - stop. These are that core words for your brand personality.

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