

# BRAND PERSONALITY

#### **INSTRUCTIONS:**

Print this page and spend about 10 minutes thinking about where your company fits along each of the spectrums below. Remember, to think about your company's personality and not necessarily your own personality. They may be different.

Place a dot on each line where you feel your company falls along the spectrum. Don't overthink this, and don't be afraid to envision where you'd like your company to be, even if it's not there now. Go ahead and draw your dots, and then read your results below.

#### BRAND PERSONALITY SPECTRUM

MODERN OR HIGH TECH 0-0-0-0-0-0-0-0-0 CLASSIC & TRADITIONAL

CUTTING EDGE 0-0-0-0-0-0-0-0-0 ESTABLISHED

FUN 00000000000 SERIOUS

ACCESSIBLE TO ALL 0-0-0-0-0-0-0-0-0-0 UPSCALE

### LEFT SIDE

ARE MOST OF YOUR DOTS TOWARD THE LEFT? You company is contemporary, fast-moving and energetic. You like to make ideas happen quickly and you don't mind taking risks. Your communication style is friendly and approachable.

#### **DESIGN TIPS:**

- Vivid, trendy color palette
- Use fonts released in the last 10 years
- Graphic style is open, airy & asymmetrical
- Voice is friendly & approachable
- Likely need to update look more often to stay trendy

## RIGHT SIDE

ARE MOST OF YOUR DOTS TOWARD THE RIGHT? Your company is traditional, relies on solid planning and established ways of getting things done. You might be trying to appeal to upscale clientele, and your communication style is corporate and professional.

#### **DESIGN TIPS:**

- Colors are rich & conservative
- Voice is formal & corporate
- Classic typefaces that have been around for centuries
- Graphic style is structured & symmetrical
- Style won't need to be updated as often

## IN BETWEEN

WHAT IF YOUR COMPANY IS IN BETWEEN? If your dots are mostly in the middle, we urge you to take a stand about how you'd like your brand personality to be perceived. When it comes to marketing your business, the middle is the worst place to be. Your brand will be bland forgettable.

**IF YOUR DOTS ARE ALL OVER THE PLACE**, with some on the right and some on the left, you have a quirky brand that doesn't fit neatly in a box. That's good! Feel free to mix and match traits from the above lists. For example, you might use traditional typography and colors, but use a friendly and approachable copywriting style.