



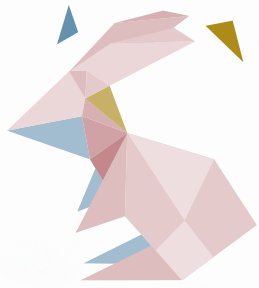
BRAND CONSULTANT & GRAPHIC DESIGNER

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Brand Personality Definition Exercise





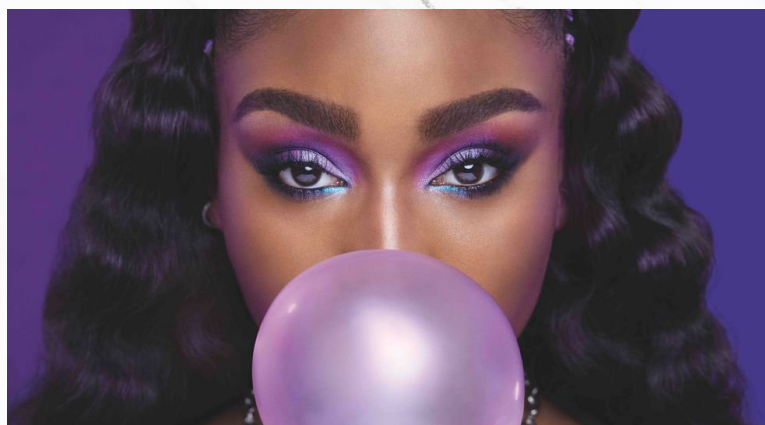
Words that describe your growth

How do you approach growth? Your personal growth and when you think about growing your business?

Select the words that describe your current personality (business and your own) and be sure to list aspirational brand personality traits to work towards.

imaginative
adventurous
tough
leader
stoic
feisty
rational

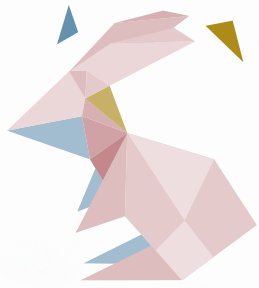
innovative
energetic
edgy
intellectual
mature
serious
strong



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U R B A N D E C A Y



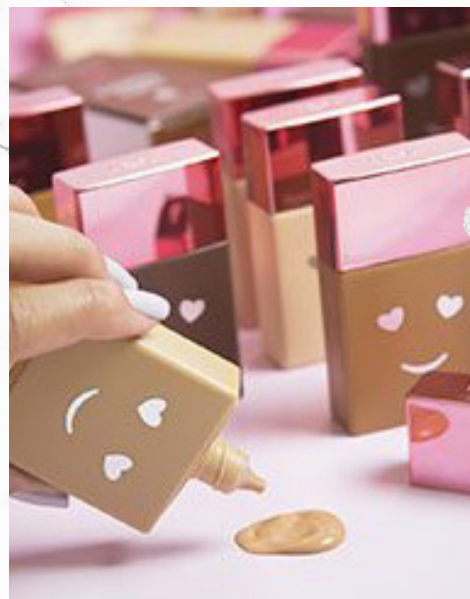


Your ideals and motives

These are your 'soul' – what traits are part of you that you hold dear and wouldn't give up for anything?

honest
liberal
kind
humble
spiritual
worldly
cooperative

humorous
sweet
gentle
conservative
caring
bold
cosmopolitan
generous



benefit
SAN FRANCISCO





quiet

youthful

clever

rebellious

quirky

sassy

direct

dependable

serious

friendly

helpful

light-hearted

warm

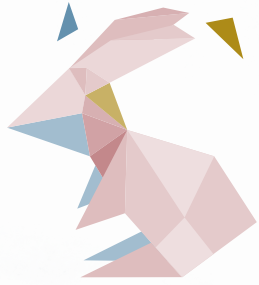
relaxed

sweet

calm

A person is wearing a black and white horizontally striped shirt. They are also wearing a necklace with a large, bright red lip-shaped pendant. Inside the mouth of the red lips, a row of five mobile phones is visible, arranged as if they are teeth. The necklace is made of a silver-colored chain.





Product status / Market positioning

How do you want your brand to be perceived?
This will help to define your target audience and price-category so you can tailor your marketing directly to your ideal audience.

• **feminine**

masculine

old fashioned/
nostalgic

• **glamorous**

affordable

luxurious

whimsical

• **elegant**

playful

romantic

witty

healthy

sexy

authoritative •

rugged

youthful

clean

mysterious

casual

T E D B A K E R

