

Brand Exercise 06 / Defining brand personality

Make a mark on the line to distinguish how closely your brand aligns with the descriptions below.

Timeless	_____	Modern
Reserved	_____	Exciting
Established	_____	New
Sophisticated	_____	Casual
Polished	_____	Rugged
Corporate	_____	Personable
Serious	_____	Fun

Sincerity Distinction Competence Ruggedness

Identify where on the spectrum the majority of your marks are. This will help you define the high-level personality category for your brand. Remember: Your brand can embody multiple personality types. This exercise is a way for you to help identify what your personality really is.