



# WORKSHEET: DISCOVERING YOUR BRAND PERSONALITY

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Just like your individual personality, your brand personality is a set of characteristics and traits that define who your organization is and what it stands for. This personality is what relates your brand to your ideal customer.

Use the list below to select the top five personality traits that most closely define your brand.

- Adventurous
- Altruistic
- Ambitious
- Analytical
- Authoritative
- Bold

- Calm
- Caring
- Clever
- Collaborative
- Confident
- Conservative
- Cooperative
- Cosmopolitan
- Dependable
- Determined
- Direct
- Driven
- Edgy
- Elegant
- Energetic
- Fearless
- Feisty
- Feminine
- Flexible
- Focused
- Friendly
- Generous
- Gentle
- Glamorous
- Hard-working
- Healthy
- Helpful
- Humble
- Humorous
- Imaginative
- Innovative
- Intellectual
- Kind
- Leader
- Liberal
- Light-hearted
- Luxurious
- Masculine
- Mature
- Mysterious
- Neat
- Old-fashioned
- Patient
- Playful
- Positive
- Quiet
- Quirky
- Rational
- Relaxed
- Sense of Humor
- Serious
- Sincere
- Spiritual
- Stoic
- Straightforward
- Strong
- Sweet
- Tough
- Trustworthy
- Unflappable
- Warm
- Well-rounded
- Whimsical
- Witty
- Youthful



# WRITE YOUR 5 BRAND TRAITS

1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_

4. \_\_\_\_\_  
 5. \_\_\_\_\_

## LET'S TAKE IT FURTHER

Now that you have your 5 core brand traits, we want to expand on them. For each of your traits write down additional supporting traits that help better define you as a brand.

For example:

Brand Trait	Additional Characteristics
Sincerity	down-to earth, honest, wholesome, cheerful
Excitement	daring, spirited, imaginative, up to date
Competence	reliable, intelligent, successful
Sophistication	upper-class, charming
Ruggedness	outdoorsy, tough



# WRITE ADDITIONAL SUPPORTING CHARACTERISTIC FOR EACH BRAND TRAIT

Brand Trait	Additional Characteristics
1.	
2.	
3.	
4.	
5.	