

BRAND PERSONALITY WORKSHEET

Casual	1	2	3	4	5	Corporate
High Energy	1	2	3	4	5	Thoughtful
Edgy	1	2	3	4	5	Traditional
Fun	1	2	3	4	5	Serious
Accessible	1	2	3	4	5	Exclusive

PERSONALITY

VISUAL/MESSAGE STYLE

Casual, Accessible

Informal, open, approachable

Edgy, High-Energy, Fun

Modern, trendy, personable –
needs to be refreshed more
often

Corporate, Traditional

Symmetrical, conservative,
timeless

Exclusive, Thoughtful

Sophisticated, high-end, formal