

YOUR BRAND
PERSONALITY

THE POWER OF BRAND YOU

WORKBOOK

BRAND PERSONALITY

Active

Comfortable

Detailed

Adorable

Confident

Determined

Adventurous

Conservative

Direct

Ambitious

Contemporary

Dramatic

Artistic

Convenient

Dynamic

Athletic

Cool

Eager

Bold

Cooperative

Earthy

Calm

Courageous

Eccentric

Caring

Creative

Efficient

Casual

Custom

Elegant

Charming

Cutting Edge

Enchanting

Cheerful

Daring

Endearing

Chic

Dazzling

Energetic

Classic

Debonair

Ethereal

Clever

Delicate

Exciting

Collaborative

Delightful

Exuberant

WORKBOOK

BRAND PERSONALITY

Fabulous

Glamorous

Joyous

Familiar

Graceful

Low Maintenance

Fashionable

Hip

Lively

Festive

Hilarious

Lush

Fierce

Historic

Majestic

Flirty

Mature

Formal

Impactful

Modern

Frank

Industrial

Natural

Fresh

Informal

Nifty

Friendly

Innovative

Noisy

Fun

Inspiring

No-nonsense

Functional

Intense

Nostalgic

Funny

Intentional

Organic

Futuristic

Inviting

Plain

Generous

Irreverent

Playful

Gentle

Jolly

Plucky

WORKBOOK

BRAND PERSONALITY

Powerful

Secure

Timeless

Professional

Sensitive

Tranquil

Proud

Serious

Trustworthy

Quaint

Silly

Unconventional

Quirky

Sincere

Urban

Radiant

Sleek

Versatile

Rebellious

Smart

Vintage

Reflective

Soothing

Whimsical

Sophisticated

Wild

Relaxing

Stable

Witty

Reliable

Stimulating

Wistful

Retro

Striking

Youthful

Revolutionary

Strong

Romantic

Stunning

Rustic

Sustainable

Scholarly

Swanky