

BRAND PERSONA WORKSHEET

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Worksheet begins on page 2.



BRAND
PERSONA
WORKSHEET

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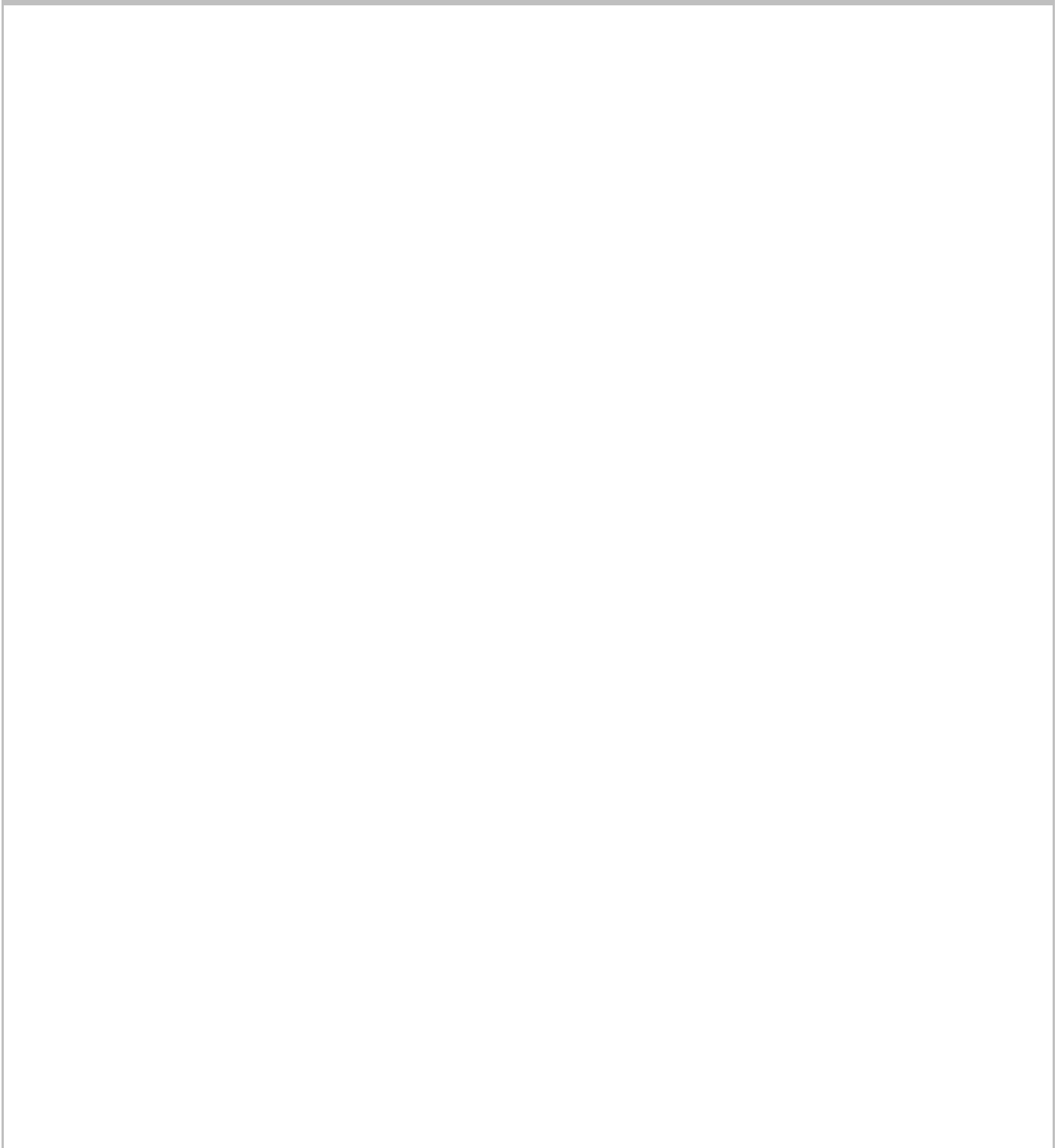
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BRAND PERSONA WORKSHEET

COMPANY OVERVIEW

**BRAND
PERSONA**



YOUR BRAND AS A PERSON

**BRAND
PERSONA**



BRAND PERSONALITY TRAITS



Rank your brand based on which traits best describe and are most important to the brand. Apply a score of 1 to 10 to each trait with 10 being the most important.

TRAIT	SCORE	TRAIT	SCORE	TRAIT	SCORE
Accessible		Exclusive		Sophisticated	
Altruistic		Feminine		Spirited	
Authoritative		Friendly		Spiritual	
Bold		Fun		High Tech	
Caring		Masculine		Low Tech	
Clever		Mature		No Tech	
Competent		Modern		Traditional	
Conservative		Personable		Warm	
Corporate		Polished		Worldly	
Dependable		Professional		Youthful	
Easy-Going		Quirky			
Edgy		Rebellious			
Elegant		Rugged			
Established		Serious			
Exciting		Sincere			

TOP 5 TRAITS

THIS, BUT NOT THAT



Choose adjectives that describe your key brand characteristics. Example: emotive but not sensational. At the end of the exercise, choose the top two phrases that reflect your brand in order to hone your messaging and brand representation.

This, but not that.

but not
but not
but not
but not
but not
but not
but not
but not
but not
but not
but not

TOP 2
PHRASES

BRAND AFFILIATIONS AND BELIEFS

**BRAND
PERSONA**

What causes
(political,
social,
religious, etc.)
are your brand
affiliated with?

What is your
brand's
relationship to
these causes?

How does your
ideal customer
view your
beliefs?

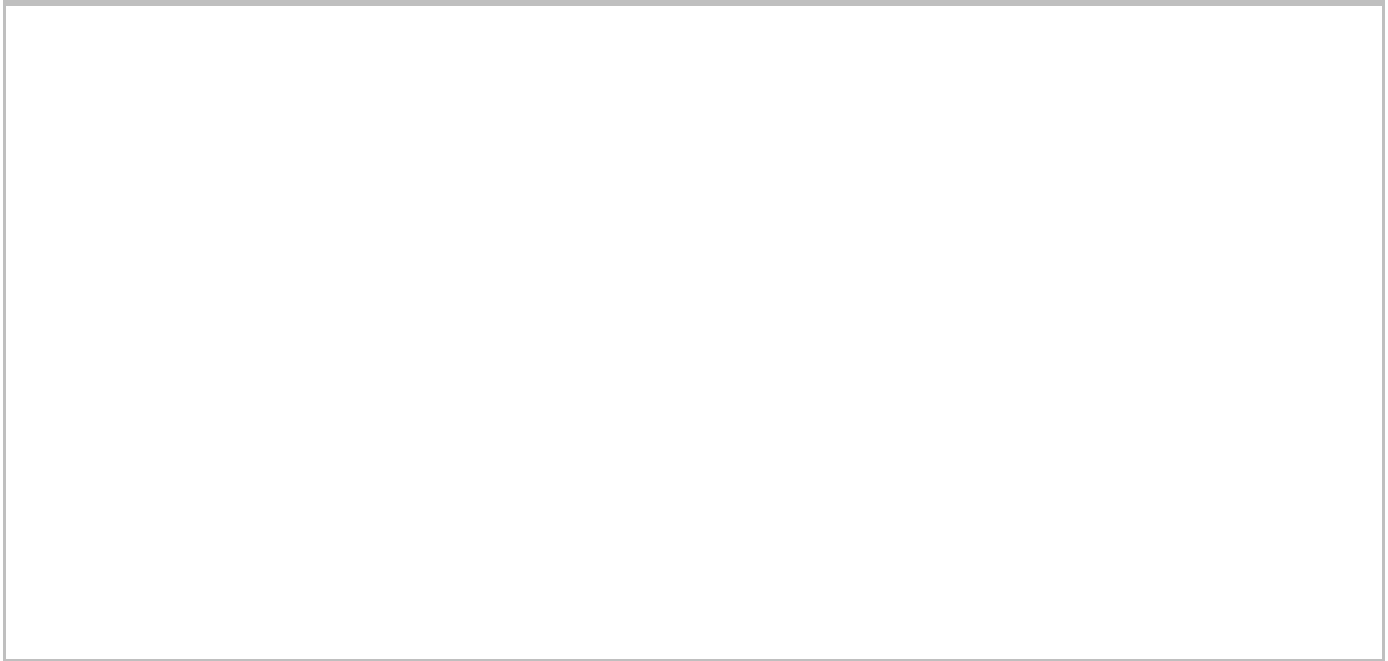
Are these
beliefs and
affiliations
relevant to
your public
branding
strategy?

BRAND VOICE

**BRAND
PERSONA**

<p>How do you want your brand to make people feel?</p>	
<p>What other brand has a similar voice?</p>	
<p>What voice would not appeal to your target audience?</p>	
<p>Who would your brand be if it were a celebrity?</p>	
<p>What makes your voice different from your competition?</p>	

VISUAL IDENTITY



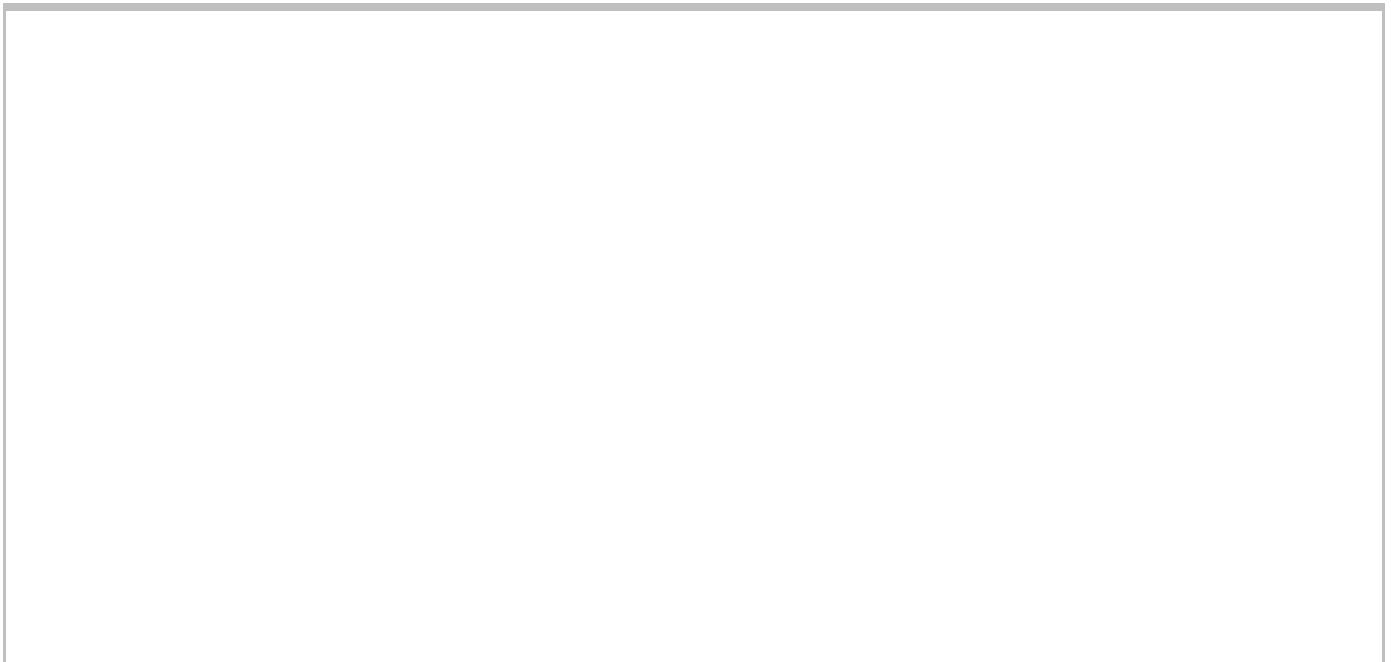
Colors



Typography



Logo





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