mare des Brand Personality Cheat Sheet

Did you know...

Your brand should have a personality of it's very own.

Think about who you are and who your ideal client is and then choose accordingly!

A couple of questions that will help with your choices are:

I want people to feel _____ when they see my brand.

If my brand was a person it would be described as_____.

To make it easier for you, I have put to gether a cheat sheet of brand personality words - pick your top 5 and think about how you can infuse them in your brand.

CHOOSE FIVE WORDS

ACTIVE COLOURFUL HIGH-END

ADVENTUROUS COOL HONEST

AMBITIOUS COZY HOPEFUL

APPROACHABLE CRAFTY INCLUSIVE

BOHEMIAN CULTURED INDUSTRIAL

BOLD DARING INNOVATIVE

BRAVE DELICATE INSPIRATIONAL

BRIGHT DOWN TO EARTH INTENTIONAL

BUBBLY DYNAMIC INVITING

CALM EDGY JOYFUL

CANDID ELEGANT KIND

CAREFREE FEARLESS LIVELY

CASUAL FUN LOYAL

CHARMING GENUINE LUXURIOUS

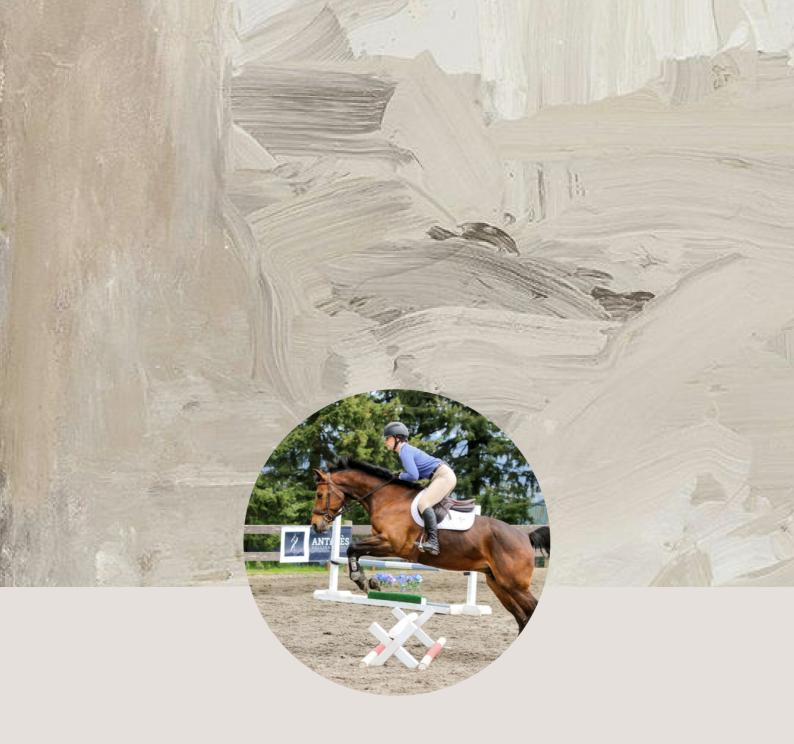
CHEERFUL HARMONIOUS MAGICAL

CLASSIC HEARTFELT MATURE

COLLABORATIVE HELPFUL MINIMAL

CHOOSE FIVE WORDS

NATURAL	SERIOUS	UPLIFTING
PLAYFUL	SINCERE	URBAN
POSITIVE	SOPHISTICATED	WARM
PROFESSIONAL	TIMELESS	WHIMSICAL
QUIRKY	TRADITIONAL	WILD
RELAXED	TRANSPARENT	WITTY
ROMANTIC	TRENDY	YOUTHFUL
SASSY	TRUSTWORTHY	
MY TODE BOAND DEDCONALITY WORDS ADE.		
MY TOP 5 BRAND PERSONALITY WORDS ARE:		



baymare

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