



bay mare design

Brand Personality Cheat Sheet

WWW.BAYMAREDESIGN.COM

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 together 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 TOP 5 BRAND PERSONALITY WORDS ARE:



bay mare

design

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