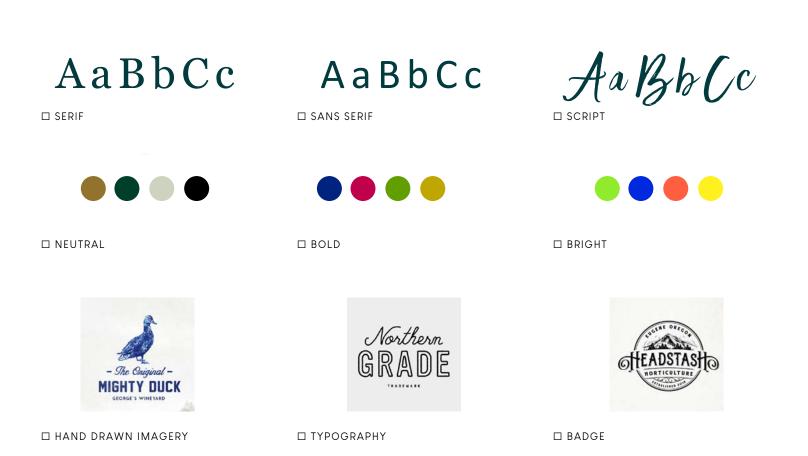
THREE WORDS TO DESCRIBE YOUR COMPANY:

NAME 3 BRANDS WHOSE STYLE YOU LIKE, AND WHAT YOU LIKE ABOUT THEM:

YOUR BRAND VALUES:

this or that



mark where you feel your brand falls on each spectrum:

PERSONABLE & FRIENDLY	CORPORATE, PROFESSIONAL
SPONTANEOUS, HIGH ENERGY	CAREFUL THINKING, PLANNING
MODERN OR HIGH TECH	CLASSIC & TRADITIONAL
CUTTING EDGE	ESTABLISHED
FUN	SERIOUS
ACCESSIBLE TO ALL	UPSCALE

brand style descriptors

circle as many as you'd like that apply to your brand style:

WHIMSICAL	ТОМВОҮ	SIMPLE	CRAFTY
BOHEMIAN	GIRL NEXT DOOR	FUTURISTIC	FEARLESS
VINTAGE INSPIRED	SEXY	BRIGHT	HELPFUL
FRENCH	CHIC	BOLD	KIND
SLEEK	FUNKY	FEMININE	IDEALISTIC
NOSTALGIC	REFINED	ENERGETIC	HUMBLE
RELAXED	QUIRKY	ELEGANT	EMPATHETIC
TAILORED	ARCHITECTURAL	TIMELESS	WARM-HEARTED
CLEAN	GYPSY	CUTTING EDGE	SINCERE
GLAM	FREE-SPIRITED	FUN	SOCIABLE
MINIMAL	ROCKSTAR	URBAN	PEACEFUL
PUNK	CORPORATE	GLITZY	MISCHEVIOUS
MODERN	OUTDOORSY	ARTISTIC	TRUSTWORTHY
COMFORTABLE	ACTIVE	POLISHED	WITTY
CASUAL	VARSITY	TIDY	FIERY
SPORTY	NAUTICAL	SUBTLE	CHILD-LIKE
PREPPY	WESTERN	OBSTINATE	ADVENTUROUS
ROMANTIC	NATURAL	OPTIMISTIC	CHARISMATIC
CLASSIC	LADYLIKE	MATURE	DRAMATIC
ECLECTIC	SOPHISTICATED	IMPULSIVE	HAND-MADE
GRUNGE	AVANT-GARDE	HARD-WORKING	CONSISTENT