

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

AaBbCc

SERIF



NEUTRAL

AaBbCc

SANS SERIF



BOLD

AaBbCc

SCRIPT



BRIGHT



HAND DRAWN IMAGERY



TYPOGRAPHY



BADGE

brand personality spectrum

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	TOMBOY	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	VARISITY	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