BIGBRAND SYSTEM

Uncover Your Brand Personality
A 10-Minute Exercise for Clearer Marketing

Print this page, and sit down with your favorite beverage. Spend 10 minutes thinking about where your company is when it comes to these descriptors.

Place dots closest to wherever your company falls along the spectrum. Try to not over think this, and don't be afraid to envision where you'd like your company to be, even if it's not there now. Draw your dots, and read on.

BRAND PERSONALITY SPECTRUM

Personable and friendly	Corporate, professional
Spontaneous, high energy	Careful thinking, planning
Modern or high tech	Classic and traditional
Cutting edge	Established
Fun	Serious
Accessible to all	Upscale

Where Does Your Company Live on the Spectrum?

Are most of your dots toward the left?
Your company is contemporary, fast-moving and energetic. You like to make ideas happen quickly, and you don't mind taking risks. Your communication style is friendly and approachable.

Are most of your dots toward the right?
Your company is traditional, relies on solid planning and established ways of getting things done. You might be trying to appeal to upscale clientele, and your communication style is corporate and professional.

What Does It Mean?

Knowledge is power: defining these brand personality traits means you can apply them consistently in your verbal and visual communication.

A clear vision of your brand personality will guide your choice of colors, typography, word and actions.

A company that is traditional and established will use classic typefaces that have been around for centuries. The color palette chosen leans toward conservative, rich hues. The communication style is formal and corporate. This company's brand image stands the test of time. Because it relies on elements that have been in use for decades, the style will still look fresh five years from now.

A company that is contemporary and high energy will have colors, typography and a communication style that reflect this. The color palette might be vivid and trendy. The typefaces used have been released in the last ten years. The graphic style is open, airy and asymmetrical. The copywriting voice is friendly and approachable. This company will likely have to re-make their image more often than the traditional one to stay ahead of visual trends.

What If Your Company is In Between?

If your dots are mostly in the middle, I urge you to take a stand about how you'd like your brand personality to be perceived. When it comes to marketing your business, the middle is the worst place to be. You're guaranteeing that your brand will be entirely forgettable, because it's not one thing or the other.

The middle is Blandsville. Avoid it all all costs.

If your dots are all over the place, with some on one side, and some on the other, you have a quirky brand that doesn't fit easily into a box. That's good! Feel free to mix and match traits from the list above. You might use traditional typography and colors, but a very friendly and approachable copywriting style, for example.

Uncover It and Let It Shine

Every brand has a personality. One personality isn't "better" than the other. Once you identify your company's brand personality you can use that knowledge in all the marketing work you do.

Your communications will look and sound like they're coming from the same source over time, and your decisions about how to express your brand verbally and visually will be right on target.

Please share this worksheet if you found it useful. I'm making it freely available to anyone who wants to use it, so spread the word!

–Pamela Wilson
BIG Brand System

Develop your brand personality with the
Big Brand System guides

Ideal Customer Finder: increase your profits by focusing on your ideal customer

Business Name & Tagline Guide: grow your business with a first-rate name and tagline

Brilliant Brand Color: harness the power of color to brand your business

Beautiful Typography: choose and use the best fonts for a professional-looking brand