



# Unlock Your™ Visual Brand



Attract The Clients You Love &  
Grow Your Business

[WWW.SILVERKEYSMEDIA.COM](http://WWW.SILVERKEYSMEDIA.COM)

## Brand Personality Profile & Guide

**Brand Personality**  
*Identifying Your Brand's Voice*

Silver Keys Media™ 2024 | Unlock Your Visual Brand™

This is property of Silver Keys Media. No part of these materials may be copied, used or distributed except with written permission of Silver Keys Media. [www.SilverKeysMedia.com](http://www.SilverKeysMedia.com)

## Where Does Your Brand Fit?



**NOTE: These colors DO match the personality types, but does NOT mean that they are exactly your brand colors**

## How To Use Your Brand Personality

Once you decide on what 1-2 personality types fit your brand, this will help you bring to life all the other aspects of your branding.

The goal of identifying your personality is to give you context and offer guidance on how to authentically represent your brand. Now that this is done, you can begin to apply it to:

- Your Brand Voice and Tone
- Your Visual Brand ID
- Your Style Guide
- Telling Your Story

**Silver Keys Media™ 2024 | Unlock Your Visual Brand™**

This is property of Silver Keys Media. No part of these materials may be copied, used or distributed except with written permission of Silver Keys Media. [www.SilverKeysMedia.com](http://www.SilverKeysMedia.com)

# The Brand Personality Model & Resources

*(we've tweaked this a bit for our process)*

**Our profiles are based on** Jennifer Aaker, a social psychologist and Marketing Professor at Stanford University, who published her 1997 study 'Dimensions of brand personality' in the Journal of Marketing Research.

<https://trendjackers.com/brand-personality-case-study>

<https://imagibrand.com/5-key-dimensions-brand-personality>

<http://www.superskill.com/aaker-brand-personality-dimension>

<https://journals.sagepub.com/doi/abs/10.1177/002224379703400304?journalCode=mrja>

[https://www.valuebasedmanagement.net/methods\\_aaker\\_brand\\_personality\\_framework.html](https://www.valuebasedmanagement.net/methods_aaker_brand_personality_framework.html)

## Deeper Dive Breakdown

Source: <https://liveinnovation.org/brand-personality-understanding-aakers-5-dimension-model/>

### Sincerity

**Sincere Brand Case:** Patagonia

**Other Brands:** Disney, Lifetime, Hallmark, Dove, M&Ms,

The Sincerity brand personality is associated with the psychology of genuineness, trustworthiness, and empathy. It reflects a mindset that values authenticity, honesty, and building meaningful connections. Brands that embody this personality strive to be transparent, empathetic, and socially responsible, creating a sense of trust and connection with their customers. Here are some key psychological aspects behind this brand personality:

1. **Authenticity and Transparency:** Individuals who resonate with the Sincerity brand personality have a preference for brands that are authentic and transparent. They seek out brands that are genuine in their communication, actions, and relationships. They value brands that are open, honest, and maintain a high level of integrity.

**Silver Keys Media™ 2024 | Unlock Your Visual Brand™**

This is property of Silver Keys Media. No part of these materials may be copied, used or distributed except with written permission of Silver Keys Media. [www.SilverKeysMedia.com](http://www.SilverKeysMedia.com)

2. **Trust and Reliability:** The Sincerity brand personality is linked to the psychology of trust. People with this orientation value brands that are trustworthy, reliable, and consistent. They appreciate brands that consistently deliver on promises, provide reliable products or services, and have a track record of ethical behavior.
3. **Empathy and Understanding:** This brand personality emphasizes empathy and understanding. Individuals who identify with the Sincerity personality appreciate brands that show genuine care and understanding for their customers' needs and emotions. They value brands that can empathize with their challenges and provide solutions that address their concerns.
4. **Building Relationships:** The Sincerity brand personality focuses on building meaningful and long-lasting relationships. Individuals with this mindset seek out brands that prioritize customer relationships, foster open communication, and create a sense of connection. They appreciate brands that go beyond transactions and strive to establish a genuine bond with their customers.
5. **Social Responsibility:** This brand personality often reflects a concern for social responsibility and making a positive impact. People who resonate with the Sincerity personality value brands that demonstrate a commitment to ethical practices, sustainability, and social causes. They appreciate brands that align with their values and contribute to a better society.
6. **Simplicity and Humility:** The Sincerity brand personality embraces simplicity and humility. Individuals with this orientation appreciate brands that are down-to-earth, approachable, and avoid excessive showmanship. They value brands that focus on substance over superficiality and communicate in a genuine and relatable manner.
7. **Emotional Connection:** The Sincerity brand personality aims to create an emotional connection with customers. Individuals who identify with this personality seek brands that can evoke feelings of trust, warmth, and a sense of belonging. They value brands that make them feel understood, appreciated, and valued.

## Excitement

**Exciting Brand Case:** Red Bull

**Other Brands:** MTV, Nike, Tesla, Jeep

The Excitement brand personality is associated with the psychology of thrill, adventure, and stimulation. It reflects a mindset that seeks excitement, novelty, and a sense of fun. Here are some key psychological aspects behind this brand personality:

1. **Novelty and Variety:** Individuals who resonate with the Excitement brand personality have a preference for new experiences and variety. They seek out brands that offer unique and innovative products or services, providing them with a sense of novelty and excitement.
2. **Adventure and Thrill-Seeking:** The Excitement brand personality is linked to the desire for adventure and thrill. People with this orientation value brands that offer exciting, adrenaline-pumping experiences, whether it's through physical activities, entertainment, or other forms of stimulation.
3. **Spontaneity and Impulsiveness:** This brand personality emphasizes a spontaneous and impulsive mindset. Individuals who identify with the Excitement personality enjoy seizing the moment and embracing unexpected opportunities. They appreciate brands that cater to their desire for spontaneous enjoyment.
4. **Emotional Stimulation:** The Excitement brand personality aims to evoke strong emotions and create memorable experiences. People with this mindset seek brands that can spark joy, enthusiasm, and a sense of exhilaration. They are drawn to brands that can create emotional connections and leave a lasting impact.
5. **Trendsetting and Unconventionality:** This brand personality is often associated with trendsetting and breaking conventions. Individuals who resonate with the Excitement personality value brands that challenge the status quo, embrace innovation, and set new trends. They appreciate brands that stand out from the crowd and offer a unique and unconventional perspective.
6. **Social Engagement:** The Excitement brand personality taps into the psychology of social engagement. Individuals with this mindset value brands that foster social interactions, bring people together, and create a sense of community around shared excitement and enjoyment.

7. **Enthusiasm and Energy:** This brand personality reflects an enthusiastic and energetic approach to life. People who identify with the Excitement personality seek out brands that exude a vibrant and dynamic energy, whether it's through their branding, marketing campaigns, or the experiences they offer.

## Competence

**Competent Brand Case:** Apple

**Other Brands:** Volvo, Amazon, UPS, Bank of America, Google

The Competence brand personality is associated with the psychology of reliability, expertise, and trustworthiness. It reflects a mindset that values knowledge, proficiency, and a track record of success. Here are some key psychological aspects behind this brand personality:

1. **Expertise and Authority:** Individuals who resonate with the Competence brand personality have a preference for brands that demonstrate expertise and authority in their field. They seek out brands that are knowledgeable, experienced, and have a proven track record of delivering reliable and effective solutions.
2. **Trust and Reliability:** The Competence brand personality is linked to the psychology of trust. People with this orientation value brands that are dependable, consistent, and can be relied upon to meet their expectations. They prioritize reliability and seek out brands with a reputation for delivering on promises.
3. **Credibility and Professionalism:** This brand personality emphasizes credibility and professionalism. Individuals who identify with the Competence personality appreciate brands that are seen as trustworthy, ethical, and conduct business with a high level of professionalism. They seek brands that exude competence and instill confidence.
4. **Problem-Solving Orientation:** The Competence brand personality is associated with a problem-solving mindset. Individuals with this orientation value brands that offer effective solutions, address their needs, and provide clear and practical guidance. They are drawn to brands that can help them overcome challenges and achieve their goals.
5. **Attention to Detail:** This brand personality reflects an appreciation for attention to detail. People who resonate with the Competence personality value brands that pay meticulous attention to quality, precision, and accuracy. They seek out products and services that reflect a high level of craftsmanship and precision.

6. **Reliability and Consistency:** The Competence brand personality is characterized by a focus on reliability and consistency. Individuals with this mindset appreciate brands that consistently deliver high-quality products or services, meet deadlines, and provide a seamless and reliable experience. They value brands that they can trust and rely on.
7. **Professional Growth:** The Competence brand personality aligns with a desire for continuous learning and professional growth. Individuals who identify with this personality seek out brands that offer opportunities for skill development, knowledge enhancement, and staying up-to-date with the latest industry trends and advancements.

## Sophistication

**Sophisticated Brand Case:** Louis Vuitton

**Other Brands:** Chanel, Apple, BMW, Vogue, Rolex

The Sophistication brand personality is associated with the psychology of elegance, refinement, and high-status. It reflects a mindset that values aesthetics, luxury, and a sense of exclusivity. Here are some key psychological aspects behind this brand personality:

1. **Perceived Quality:** Individuals who resonate with the Sophistication brand personality have a preference for high-quality products and experiences. They appreciate craftsmanship, attention to detail, and superior design. They seek out brands that exude sophistication and are willing to pay a premium for perceived excellence.
2. **Prestige and Status:** The Sophistication brand personality is linked to the desire for prestige and status. People with this orientation value brands that elevate their social standing and convey a sense of exclusivity. They are drawn to luxury and premium offerings that reflect their refined taste.
3. **Attention to Aesthetics:** This brand personality emphasizes an appreciation for aesthetics and beauty. Individuals who identify with the Sophistication personality have a keen eye for visual appeal, sophisticated design, and tasteful presentation. They value brands that offer a visually pleasing and harmonious experience.
4. **Exclusivity and Rarity:** The Sophistication brand personality is associated with a preference for exclusive and rare products or services. Individuals with this mindset seek out limited-edition items, personalized experiences, and brands that cater to a select clientele. They appreciate the feeling of exclusivity and uniqueness associated with their choices.

5. **Cultural Appreciation:** This brand personality often reflects a deep appreciation for culture, art, and heritage. People who resonate with Sophistication appreciate brands that embody cultural references, history, and timeless traditions. They value brands that connect them to a broader cultural context.
6. **Discerning Taste:** Individuals with the Sophistication brand personality have a discerning and refined taste. They pay attention to details, appreciate subtleties, and have a heightened sensitivity to quality. They seek brands that align with their sophisticated palate and cater to their refined preferences.
7. **Emotional Elevation:** The Sophistication brand personality aims to evoke emotions such as elegance, grace, and sophistication. Individuals who identify with this personality seek brands that elicit feelings of luxury, indulgence, and a sense of elevated living.

## Ruggedness

**Rugged Brand Case:** Patagonia

**Other Brands:** Jeep, REI, TOMS, Timberland

*Wait a minute... Patagonia again??? Patagonia was a sincere brand, right? Good, because it is. But there is something important to mention here:*

*Brand personality, similar to human personality, is not simply the result of one single dimension, but of the combination of their varying magnitudes... Well, the same applies to brands. The perception of a brand's personality often includes more than one dimension.*

*And one great example is, again, Patagonia.*

The Rugged brand personality is associated with the psychology of toughness, adventure, and authenticity. It reflects a mindset that values strength, resilience, and a connection with the outdoors. Here are some key psychological aspects behind this brand personality:

1. **Adventurous Spirit:** Individuals with a preference for the Rugged brand personality often have a strong sense of adventure. They seek experiences that challenge them physically and mentally, and they value outdoor activities, exploration, and taking risks.
2. **Self-Reliance:** The Rugged brand personality is linked to a sense of self-reliance and independence. People with this orientation often prefer to rely on their own skills and capabilities, and they appreciate products or services that enable them to be self-sufficient and handle rugged conditions.



3. **Connection with Nature:** This brand personality is rooted in a deep connection with nature. Individuals who identify with the Rugged personality find solace, inspiration, and a sense of well-being in natural environments. They appreciate brands that promote sustainability and environmental stewardship.
4. **Authenticity:** The Rugged brand personality emphasizes authenticity and genuineness. People with this orientation value products and experiences that are real, unfiltered, and true to their essence. They prefer brands that have a rugged, unpretentious image and avoid excessive polish or artificiality.
5. **Resilience and Endurance:** The Rugged brand personality is associated with traits like resilience, toughness, and endurance. Individuals who resonate with this personality value products that can withstand harsh conditions, provide durability, and deliver consistent performance over time.
6. **Simplicity and Minimalism:** Brands with a Rugged personality often embrace simplicity and minimalism. People who identify with this personality appreciate straightforward design, functionality, and practicality. They seek products that are efficient, uncomplicated, and cater to their specific needs.
7. **Embracing Challenge:** The Rugged brand personality embraces challenges as opportunities for personal growth and self-discovery. Individuals with this mindset are drawn to brands that encourage them to push their limits, overcome obstacles, and achieve a sense of accomplishment.

## Growth/Innovation

**Note:** This dimension was added by Amanda 😊 and was added because it was found that a bit of Sincerity, Competence and Rugged could be combined to meet this personality definition)

**Growth Brand Case:** WellRight

**Other Brands:** Cigna, Voya, Hum, Splendid Spoon

The Growth/Innovative brand personality is associated with the psychology of progress, advancement, and forward-thinking. It reflects a mindset of constant improvement, exploration, and embracing new ideas and technologies. Here are some key psychological aspects behind this brand personality:

1. **Openness to Change:** Individuals with a preference for Growth/Innovative brand personality tend to have a high degree of openness to new experiences. They are curious, adaptable, and receptive to novel ideas, approaches, and technologies.
2. **Creative Thinking:** This brand personality is linked to a creative and imaginative mindset. People with a Growth/Innovative orientation often have a natural inclination to think outside the box, seek unconventional solutions, and generate innovative ideas.
3. **Desire for Progress:** Individuals with a Growth/Innovative brand personality are motivated by progress and advancement. They value continuous learning, development, and pushing the boundaries to achieve new heights. They embrace change as an opportunity for growth.
4. **Risk-Taking Propensity:** The Growth/Innovative brand personality is associated with a willingness to take calculated risks. People with this orientation are comfortable stepping out of their comfort zones, exploring uncharted territories, and challenging the status quo in pursuit of innovation.
5. **Future Orientation:** This brand personality is future-oriented, focusing on long-term vision and goals. Individuals with a Growth/Innovative mindset have a forward-looking perspective, anticipating and adapting to emerging trends and opportunities.
6. **Problem Solving:** The Growth/Innovative brand personality is characterized by a strong problem-solving orientation. Those who identify with this brand personality are driven to identify and solve challenges, finding innovative solutions to meet evolving needs and demands.
7. **Embracing Change:** Brands with a Growth/Innovative brand personality see change as an essential part of growth and success. They are comfortable with uncertainty, adaptable to shifting market conditions, and proactive in embracing and driving change.