



# Unlock Your™ Visual Brand



Attract The Clients You Love & Grow Your Business

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## **Brand Personality Assessment**

### **Brand Personality**

Identifying Your Brand's Voice

**Instructions:** This quiz will help you determine the top 1-2 brand personalities that align with your business. Please read each set of brand personality words and select the trait that best represents your business. Be honest and choose the trait that closely reflects your business's identity and values. At the end of the quiz, you will receive your brand personality result based on your selections.

**Scoring:** Each brand personality trait corresponds to one or more of the following brand personalities: Sincerity, Excitement/Passionate, Competence, Sophistication, Ruggedness/Resilience, and Growth/Innovative.

Your top 1-2 brand personalities will be determined based on the traits you select.

**NOTE: If the interactive function of the PDF does not work see bottom how to score.**

**1. Which of these words below best align with or fit your brand?**

Kindness

Carefree

Technical

Elegant

Tough

Growing

**2. Which of these words below best align with or fit your brand?**

Thoughtful

Spirited

Loyal

Prestigious

Audacious

Developing

**3. Which of these words below best align with or fit your brand?**

Wholesome

Youthful

Influential

Worldly

Outdoorsy

Advancing

**4. Which of these words below best align with or fit your brand?**

Trustworthy

Boldness

Leader

Assured

Strong

Cultivating

**5. Which of these words below best align with or fit your brand?**

Honesty

Adventurous

Intelligent

Glamorous

Masculine

Thriving

**6. Which of these words below best align with or fit your brand?**

Authentic

Daring

Dependable

Fascinating

Rough

Reinventing

**7. Which of these words below best align with or fit your brand?**

Cheerful

Up-to-Date

High Detail

Classic

Athletic

Groundbreaking

**8. Which of these words below best align with or fit your brand?**

Genuine

Imaginative

Conscientious

Feminine

Sturdy

Ambitious

**9. Which of these words below best align with or fit your brand?**

Real

Trendy

Reliable

Smooth

Rustic

Prosperity

**10. Which of these words below best align with or fit your brand?**

Family-Oriented

Exciting

Hard Working

Cultivated

Feisty

Decisive

**11. Which of these words below best align with or fit your brand?**

Small Town

Cool

Secure

Savvy

Natural

Breakthrough

**12. Which of these words below best align with or fit your brand?**

Sentimental

Unique

Corporate

Sleek

Powerful

Unveiling

**13. Which of these words below best align with or fit your brand?**

Friendly

Independent

Confident

Timeless

Irrepressible

New Ground

**14. Which of these words below best align with or fit your brand?**

Soothing

Contemporary

Focused

Luxurious

Undaunted

Elaboration

**15. Which of these words below best align with or fit your brand?**

Whimsical

Striking

Scholarly

Elevated

Informal

Integrated

**16. Which of these words below best align with or fit your brand?**

Enchanting

Stylish

Smart

Formal

Durable

Dependable

**17. Which of these words below best align with or fit your brand?**

Endearing

Urban

Foundational

Graceful

Robust

Attentive

**18. Which of these words below best align with or fit your brand?**

Ethereal

Fiery

Efficient

Minimal

Unstoppable

Honorable

**19. Which of these words below best align with or fit your brand?**

Familiar

Energetic

Functional

Attractive

Tenacious

Futuristic

**20. Which of these words below best align with or fit your brand?**

Historical

Exuberant

Industrial

Chic

Unpolished

Fresh



**21. Which of these words below best align with or fit your brand?**

Inspiring

Fashionable

Productive

Lush

Fearless

Cooperative

**22. Which of these words below best align with or fit your brand?**

Inviting

Fierce

Appealing

Modern

Gritty

Collaborative

**23. Which of these words below best align with or fit your brand?**

Bright

Flirty

Calm

Rich

Hardy

Idealist

**24. Which of these words below best align with or fit your brand?**

Caring

Festive

Capable

Posh

Simple

Functional

**25. Which of these words below best align with or fit your brand?**

Casual

Flamboyant

Conservative

Refined

Untamed

Improve

**26. Which of these words below best align with or fit your brand?**

Charming

Chichi

Professional

Polished

Savage

Visionary

**27. Which of these words below best align with or fit your brand?**

Enthusiastic

Hip

Experienced

Elite

Gutsy

Forward-thinking

**28. Which of these words below best align with or fit your brand?**

Colorful

Bold

Skilled

High-end

Unyielding

Cutting-edge

**29. Which of these words below best align with or fit your brand?**

Comfortable

Busy

Credible

Trendy

Unconventional

Revolutionary

**30. Which of these words below best align with or fit your brand?**

Happy

Lively

Logical

Opulent

Free-Spirited

Trailblazer

**31. Which of these words below best align with or fit your brand?**

Optimistic

Dramatic

Results-Driven

Swanky

Exploratory

Disruptive

**32. Which of these words below best align with or fit your brand?**

Quaint

Thrilling

Perfectionist

Metropolitan

Unrefined

Inventive

**33. Which of these words below best align with or fit your brand?**

Romantic

Exhilarating

Thorough

Distinguished

Brave

Pioneering

**34. Which of these words below best align with or fit your brand?**

Sincere

Analytical

Diligent

Tailored

Hardworking

Dynamic

**35. Which of these words below best align with or fit your brand?**

Warm

Elegant

Informed

Aesthetic

Flourishing

Creative

**36. Which of these words below best align with or fit your brand?**

Approachable

Wild

Resilient

Poised

Progressing

Skilled

**37. Which of these words below best align with or fit your brand?**

Modest

Captivating

Traditional

Luxe

Advancing

Transformational

**38. Which of these words below best align with or fit your brand?**

Respectful

Impulsive

Enduring

Progressive

Evolving

Agile

**39. Which of these words below best align with or fit your brand?**

Fair

Mesmerizing

Maturity

Forward-thinking

Thriving

Change-Maker

**40. Which of these words below best align with or fit your brand?**

Dedicated

Buzzworthy

Progressive

Flourishing

Burgeoning

Original

**41. Which of these words below best align with or fit your brand?**

Sensitive

Jaw-dropping

Forward-thinking

Trailblazer

Valiant

Adaptable

**42. Which of these words below best align with or fit your brand?**

Consistency

Mesmerizing

Prosperous

Brave

Resounding

Resourceful

**43. Which of these words below best align with or fit your brand?**

Simplicity

Fabulous

Original

Dynamic

Resourceful

Radical

**44. Which of these words below best align with or fit your brand?**

Openness

Sexy

Adaptable

Creative

Radical

Introspective



**45. Which of these words below best align with or fit your brand?**

Fairness

Elegant

Multifaceted

Luxe

Valiant

Metamorphic

Sincerity =

Excitement / Passionate =

Competence =

Sophistication =

Rugged/Resilient =

Growth / Innovative =

**NOTE: If the interactive function of the PDF does not work, this is how to score:**

There are 6 words in each question, these correlate with the 6 brand personalities listed above. So for example the first word of each list is connected to Sincerity.

To self score, add up the amount times you selected a word in each position and then total. You will select to personality that has the highest score as your top personality and if there is one that is close you can view this as a complimentary brand personality.