

# BRAND PERSONALITY EXERCISE /

*Company Name*

## BRAND PERSONALITY EXERCISE

If your company is brand new, going through a rebrand or if you've never intentionally thought about our brand voice and personality, this exercise is a great way to ensure your communication and aesthetic are cohesive. Here are some basic exercises to help you determine what you want your brand to say.

If your brand was a person, what five words would you use to describe them? Try to be specific - are they just fun? Or are they bold, adventurous, exuberant, etc.

- 1.
- 2.
- 3.
- 4.
- 5.

Next, fill out the chart below with your words. Describe what you feel each word means and then fill in what actions you'll take to support that characteristic and what you can do once in a while to go above and beyond and really live your brand voice.

	WORD	WHAT IT MEANS TO ME	SUPPORT ACTIONS	GOING THE EXTRA MILE
PBC EXAMPLE	Helpful	To be there for others while not expecting to get anything in return	Providing free resources and tips	Donating design work to nonprofits

In all areas of your business (online, in person, over the phone, on social media, in advertisements, etc.), try to think of how you should speak about and act out your brand to stay true to the words you chose above.

