

YOUR BRAND PERSONALITY

Your brand personality describes the way in which you do business and it's reflected by your style, language and tone of voice. Check mark those adjectives that you would like people to use to describe your business

- | | | | |
|-----------------------------------|------------------------------------|-------------------------------------|-----------------------------------|
| <input type="radio"/> ACCESSIBLE | <input type="radio"/> ENCOURAGING | <input type="radio"/> HILARIOUS | <input type="radio"/> RESPONSIBLE |
| <input type="radio"/> ADORABLE | <input type="radio"/> ENERGETIC | <input type="radio"/> HONEST | <input type="radio"/> RIGHTEOUS |
| <input type="radio"/> AMUSING | <input type="radio"/> ENTERTAINING | <input type="radio"/> HONOURABLE | <input type="radio"/> ROMANTIC |
| <input type="radio"/> BRIGHT | <input type="radio"/> ENTHUSIASTIC | <input type="radio"/> IMAGINATIVE | <input type="radio"/> SELECTIVE |
| <input type="radio"/> ADVENTUROUS | <input type="radio"/> EXCELLENT | <input type="radio"/> JOYOUS | <input type="radio"/> SENSITIVE |
| <input type="radio"/> CHARMING | <input type="radio"/> EXPERIENCED | <input type="radio"/> KNOWLEDGEABLE | <input type="radio"/> SINCERE |
| <input type="radio"/> CHEERFUL | <input type="radio"/> FABULOUS | <input type="radio"/> LOVELY | <input type="radio"/> SKILFUL |
| <input type="radio"/> CONFIDENT | <input type="radio"/> FAIR | <input type="radio"/> MATURE | <input type="radio"/> SPLENDID |
| <input type="radio"/> CREATIVE | <input type="radio"/> FRIENDLY | <input type="radio"/> MODERN | <input type="radio"/> THOUGHTFUL |
| <input type="radio"/> DELIGHTFUL | <input type="radio"/> FLEXIBLE | <input type="radio"/> PASSIONATE | <input type="radio"/> TOUGH |
| <input type="radio"/> DILIGENT | <input type="radio"/> FUNNY | <input type="radio"/> PEACEFUL | <input type="radio"/> TRUSTWORTHY |
| <input type="radio"/> DISCREET | <input type="radio"/> GENEROUS | <input type="radio"/> PLACID | <input type="radio"/> VIGOROUS |
| <input type="radio"/> DYNAMIC | <input type="radio"/> GENTLE | <input type="radio"/> PLEASANT | <input type="radio"/> VIVACIOUS |
| <input type="radio"/> EAGER | <input type="radio"/> HAPPY | <input type="radio"/> PRODUCTIVE | <input type="radio"/> WARM |
| <input type="radio"/> EFFICIENT | <input type="radio"/> HEALTHY | <input type="radio"/> PROUD | <input type="radio"/> WISE |
| <input type="radio"/> ENCHANTING | <input type="radio"/> HELPFUL | <input type="radio"/> RELIABLE | <input type="radio"/> WITTY |

WHICH OF THESE QUALITIES RELATE TO YOUR BRAND BEST?

WHICH OF THEM RELATE TO YOUR BRAND WORST?