

BRAND VALUES & PERSONALITY

Business branding is extremely important. It's one of those things you can't ignore and also something that needs careful time and thought put into it. Your brand values and personality should be specific. Think about the things that you will always do as a brand and as a company. What does your brand stand for and what kind of personality would you like it to have.

Use this worksheet to really think about your brand values and personality. Then use this information going forward across all your marketing materials online and offline. Keep referring back to this worksheet and ask yourself if you are portraying your brand properly based on your answers.

Brand Values

What does your brand stand for? What will you always be or do as a company?

Here's some examples...

Fairness	Innovation	Transparent	Simplistic	Expertise
Honest	Diversity	Responsive	Comfortable	Warmth
Driven	Reliable	Educated	Ethical	People
Customer Focused	Trust	Precise	Healthy	Genuine
Creative	Family	Safe	Teamwork	Resourceful
Accountability	Competitive	Affordable	Balance	Handmade
Community	Authenticity	Knowledgeable	Structure	Professional
Nurturing	Committed	Quality	Integrity	Value

Brand Personality

What are the characteristics of your brand?

Here's some examples...

Honest	Quirky	Outgoing	Young	Sophisticated
Bold	Bubbly	Humble	Confident	Inspirational
Positive	Calm	Welcoming	Ambitious	Socialable
Entertaining	Sensitive	Happy	Enthusiatic	Energetic
Fun	Friendly	Passionate	Luxurious	

DOES YOUR CURRENT BRANDING SHOW YOUR BRAND VALUES AND PERSONALITY?