

CHOOSING YOUR BRAND

VOICE

What you sound like

ENERGETIC
INSPIRATIONAL
SEXY
UNDERSTATED
FRIENDLY
COMFORTING
CANDID
ACADEMIC
SARCASTIC
ELITE
WISE
COUNTRY
CLEVER
WITTY
CHILL
QUIET
DEFIANT
WHOLESOME
SPIRITUAL
INTIMATE

SLANG
CASUAL
PROFESSIONAL
HEARTFELT
MYSTERIOUS
FUN
APPROACHABLE
COACHING
IRREVERENT
WORDLY
HONEST
CONFIDENT
SMART
DIPLOMATIC
HUMOUROUS
AGGRESSIVE
LOUD
EXCLUSIVE
HIP
OPTOMSTIC

STYLE

What you look like

NATURAL
FORMAL
HIP
TRADITIONAL
URBAN
TIMELESS
MODERN
TRENDY
CLEAN
ORIGINAL
FUNKY
CHIC
SLEEK
COOK
OUTDOORSY
LOUD

CURRENT
CASUAL
CLASSIC
ELEGANT
SEXY
PREMIUM
SIMPLE
MINIMAL
ELITE
ORNATE
ECLECTIC
GRUNGE
PREPPY
RUSTIC
BOLD
RETRO

VALUES

What you act like

IRONIC
AUTHENTIC
CONSCIENTIOUS
ECO-FRIENDLY
COMMUNITY
CONSERVATIVE
THOUGHT LEADER
SOURCE LOCAL
ADVENTROUS
CUTTING EDGE
PREPARED
THOUGHTFUL
SINCERE
INNOVATIVE
COURAGEOUS
DYNAMIC

SELECTIVE
RESPONSIVE
VISIONARY
PATRIOTIC
GREEN
LIBERAL
AGRESSIVE
CHARITABLE
REBEL
QUIRKY
IMPULSIVE
EDUCATED
EXPRESSIVE
TRUSTWORTHY
PLAYFUL
AMBITIOUS

WHAT WOULD YOU ADD TO THESE LISTS?