

BRAND TEST

DISCOVER YOUR BRAND'S IDENTITY

Answer the following questions to determine the personality of your corporate or personal brand. Choose the option that best represents your brand's characteristics.

1. What words would you use to describe your brand's style?

- a. Classic and timeless
- b. Innovative and cutting-edge
- c. Friendly and approachable
- d. Elegant and sophisticated
- e. Bold and adventurous

2. How would you describe your brand's tone of voice in communication?

- a. Formal and authoritative
- b. Informal and conversational
- c. Casual and friendly
- d. Professional and polished
- e. Edgy and daring

3. What emotions or feelings do you want your customers to associate with your brand?

- a. Trust and reliability
- b. Excitement and curiosity
- c. Warmth and comfort
- d. Luxury and exclusivity
- e. Thrill and energy

4. Which celebrity or fictional character best represents your brand's personality?

- a. James Bond
- b. Elon Musk
- c. Mr. Rogers
- d. Audrey Hepburn
- e. Tony Stark (Iron Man)

5. How does your brand contribute to the community or world?

- a. Supporting traditional values and heritage
- b. Driving innovation and progress
- c. Creating a sense of belonging and happiness
- d. Setting the standard for elegance and refinement
- e. Challenging the status quo and pushing boundaries



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6. Choose an animal that symbolizes your brand better:

- a. Lion
- b. Falcon
- c. Labrador Retriever Dog
- d. Peacock
- e. Cheetah

7. Which of the following colors best represents your brand's personality (not what you have necessarily)?

- a. Navy blue
- b. Electric blue
- c. Sunny yellow
- d. Deep red
- e. Metallic silver

8. How would you describe your brand's customer interactions?

- a. Formal and structured
- b. Engaging and dynamic
- c. Warm and friendly
- d. Refined and personalized
- e. Bold and memorable

9. What is your brand's long-term vision (not business vision, they are different)?

- a. To be a timeless icon
- b. To lead the way in innovation
- c. To create lasting happiness
- d. To epitomize luxury and sophistication
- e. To challenge conventions and inspire change

10. What is your brand's tagline or motto?

- a. "Tradition Meets Excellence"
- b. "Innovate the Future"
- c. "Bringing Joy Every Day"
- d. "Elegance Redefined"
- e. "Dare to Dream, Dare to Achieve"



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Results:

Based on your responses, your brand's personality may align most closely with one or more of the following archetypes:

- Classic and Timeless (A's)
- Innovative and Cutting-Edge (B's)
- Friendly and Approachable (C's)
- Elegant and Sophisticated (D's)
- Bold and Adventurous (E's)

How many did you get of each? Use the results to inform your brand's messaging, design, and overall identity to better connect with your target audience and create a consistent brand personality. If after this test you feel you may need a new strategy, website or full rebranding, contact us.

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