

**What are you looking to brand?**

- Company
- Service
- Product
- Yourself

**What is the name of your brand?**

The version you present to the world!

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**How would you describe your brand to a friend?**

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**What are 3-5 characteristics you want your brand to portray?**

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**What kind of customer are you serving?**

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**Top 3 brands you like or love AND what you admire about them:**

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**Please place your brand on the following spectrums.**

Some traits may be more relevant than others, play along for fun!

Local ○ ———— ○ ———— ○ ———— ○ ———— ○ National

Youthful ○ ———— ○ ———— ○ ———— ○ ———— ○ Mature

Simple ○ ———— ○ ———— ○ ———— ○ ———— ○ Intricate

Casual ○ ———— ○ ———— ○ ———— ○ ———— ○ Formal

Necessity ○ ———— ○ ———— ○ ———— ○ ———— ○ Luxury

Better Value ○ ———— ○ ———— ○ ———— ○ ———— ○ Better Quality

Warm ○ ———— ○ ———— ○ ———— ○ ———— ○ Cool

Approachable ○ ———— ○ ———— ○ ———— ○ ———— ○ Authoritative

Sporty ○ ———— ○ ———— ○ ———— ○ ———— ○ Elegant

Mellow ○ ———— ○ ———— ○ ———— ○ ———— ○ Exciting

Tactile ○ ———— ○ ———— ○ ———— ○ ———— ○ Digital

Quirky ○ ———— ○ ———— ○ ———— ○ ———— ○ Conventional



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