

BRAND PERSONALITY

How to Use This Worksheet

Select the personality traits that resonate with your brand (not you as an individual!). Then, narrow it down to your top 3 personality traits. These will act as your guide for tone and behaviour with content and client experience

Classic & Trustworthy

Trustworthy
Honest
Dependable
Responsible
Steady
Reliable
Sincere
Grounded
Respectful
Ethical

Premium & Sophisticated

Sophisticated
Refined
Elegant
Discerning
Polished
Cultured
Exclusive
Prestige-focused
High-touch
Luxurious

Purpose-Driven & Caring

Purpose-driven
Compassionate
Inclusive
Community-minded
Ethical-impact
Generous
Support-oriented
Empowering
Responsible-growth
Sustainable

Bold & Disruptive

Bold
Daring
Provocative
Challenger
Audacious
Rebel
Unconventional
Fearless
Edgy
Trailblazing

Playful & Fun

Playful
Witty
Light-hearted
Quirky
Joyful
Energetic
Spirited
Charming
Fresh
Fun-loving

Adventurous & Energetic

Adventurous
Dynamic
Ambitious
Driven
High-energy
Motivational
Visionary
Forward-thinking
Innovative
Exploratory

Friendly & Approachable

Friendly
Warm
Welcoming
Supportive
Helpful
Down-to-earth
Personable
Cheerful
Kind
Open

Expert & Authoritative

Expert
Authoritative
Insightful
Analytical
Strategic
Methodical
Meticulous
Evidence-led
Credible
Professional

Calm & Reassuring

Calm
Reassuring
Patient
Gentle
Stabilising
Thoughtful
Soothing
Balanced
Reputable
Consistent