



good. kiwi. craftsmanship.

Personality, voice, and tone

What personality should you portray to best promote your products? How well does your brand convey that personality?

1 Rank the adjectives that apply to your business, and/or add your own:

Elegant	Witty	Powerful
Honest	Fun	Confident
Edgy	Timeless	Nostalgic
Adventurous	Romantic	Spiritual
Charming	Positive	Traditional
Playful	Courageous	Calm
Irreverent	Whimsical	Provocative
Approachable	Inspiring	
Authoritative	Caring	
Trustworthy	Classy	
Cute	Bold	
Intellectual	Energetic	
Sophisticated	Natural	

2 Write your top three adjectives into the table and rate each element of your brand on how well it aligns with that description:

	Adjective 1					Adjective 2					Adjective 3				
Name	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Logo	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Tagline	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Product descriptions	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Photos	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Packaging	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Price	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

3 If you have elements of your brand that don't rate highly, how can you align these more closely with your brand values and personality?