

UNCOVER YOUR UNIQUE BRAND STYLE

Creating a unique brand identity can be challenging. It's easy to become overwhelmed with all of the gorgeous imagery on social media these days and end up with something that doesn't reflect your authentic self. Eliminate the confusion and uncover your unique brand style.

CONSIDER THE FOLLOWING QUESTIONS:

1. WHAT WORDS DO YOU ASSOCIATE WITH YOUR BRAND?
2. WHAT WORDS BEST REPRESENT THE BRAND IMAGE THAT YOU WANT TO PORTRAY TO YOUR TARGET AUDIENCE?
3. WHAT WORDS ARE JUMPING OUT AT YOU?

CIRCLE THE FOLLOWING WORDS THAT MOST REFLECT THE BRAND IMAGE YOU WANT TO PORTRAY.

ACTIVE	CONTRAST	FREEDOM	LIGHT	PRESTIGIOUS	STATUS
ADVENTUROUS	COOL	FRESH	LOUD	PRETTY	STRIKING
AFFORDABLE	COSY	FRIENDLY	LUSH	PROFESSIONAL	STRONG
AUTHENTIC	COUNTRY	FUN	LUXURIOUS	QUALITY	STRUCTURED
BALANCE	CRAZY	FUNCTIONAL	MASCULINE	QUIET	STUNNING
BASIC	CREATIVE	GENTLE	MECHANICAL	QUIRKY	STYLISH
BEACHY	CUTTING-EDGE	GEOMETRIC	MID-CENTURY	RELAXED	SUBTLE
BEAUTIFUL	DARK	GLAMOUROUS	MINIMAL	RETREAT	TEXTURED
BOHO	DRAMATIC	GRAPHIC	MODERN	RETRO	TIMELESS
BOLD	DREAMY	GREEN	MONOCHROME	ROMANTIC	TRENDY
BOTANICAL	EARTHY	HANDMADE	MOODY	RUSTIC	TRIBAL
BOUTIQUE	ECO-FRIENDLY	HARMONY	NATURAL	SAFE	TROPICAL
BRIGHT	ECONOMICAL	HAVEN	NEUTRAL	SANCTUARY	ULTIMATE
BUDGET	EFFORTLESS	HEALTHY	NOSTALGIA	SERENITY	UNDERSTATED
CALMING	ELEGANT	HECTIC	OASIS	SERIOUS	URBAN
CASUAL	EXCELLENCE	HONEST	OLD-FASHIONED	SHOCKING	VIBRANT
CHAOTIC	EXOTIC	INDEPENDENT	ORDERED	SIMPLE	VINTAGE
CHEEKY	EXPANSIVE	INDIVIDUALITY	ORGANIC	SMALL	WARM
CHIC	EXPENSIVE	INDUSTRIAL	PASSIONATE	SOFT	WEALTHY
CLASSIC	FAMILY-FRIENDLY	INFLUENTIAL	PEACEFUL	SOPHISTICATED	WELL-BEING
COASTAL	FASHIONABLE	INNOVATIVE	PERFECT	SOULFUL	WHIMSICAL
COLOURFUL	FEMININE	INSPIRING	PLAYFUL	SPACIOUS	WILD
COMFORTABLE	FLORAL	INTEGRITY	POWERFUL	SPIRITUAL	
CONTEMPORARY	FREE-SPIRITED	JOYOUS	PRACTICAL	STATEMENT	

TOP TEN WORDS THAT REFLECT MY UNIQUE STYLE

NOW REDUCE YOUR LIST DOWN TO THE TOP TEN WORDS THAT REFLECT YOUR STYLE. WRITE THEM IN THE LIST BELOW:

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

TOP TEN WORDS THAT DON'T REFLECT MY UNIQUE STYLE

NOW TRY THE REVERSE. WHAT WORDS DON'T REFLECT YOUR STYLE? WRITE THEM IN THE LIST BELOW:

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

NOW YOU HAVE IDENTIFIED YOUR TRUE BRAND STYLE AND WHAT MAKES YOU DIFFERENT FROM THE COMPETITION. NOT ONLY WILL THIS GIVE YOU A STARTING POINT TO CREATING A BRAND THAT IS IN LINE WITH YOUR AUTHENTIC SELF, BUT WILL ALSO HELP YOU TO MAKE ALL OF YOUR DESIGN CHOICES GOING FORWARD.